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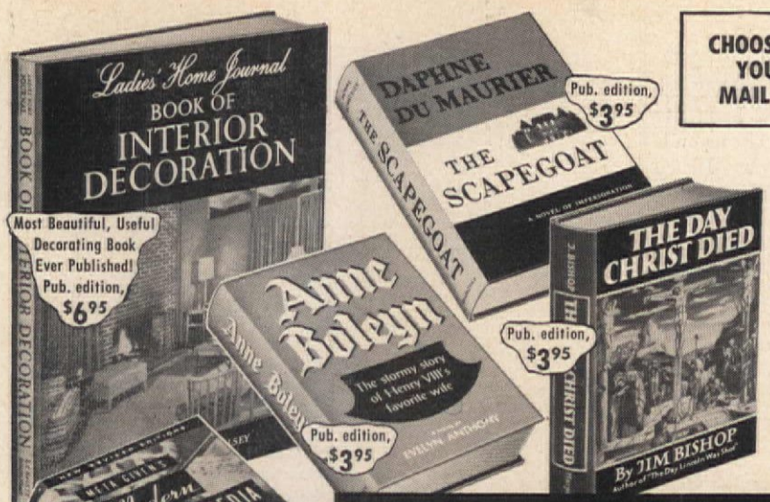
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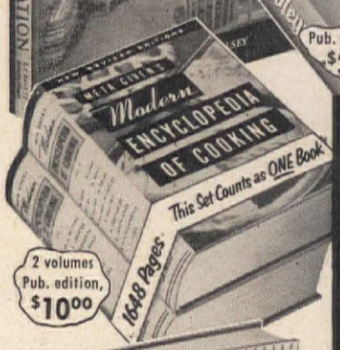
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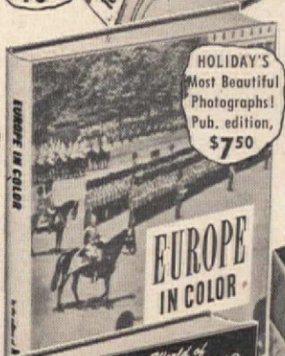
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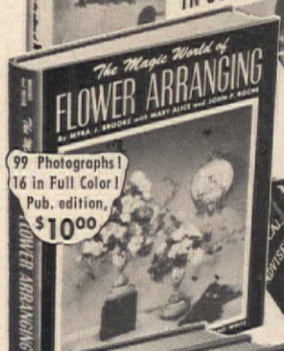
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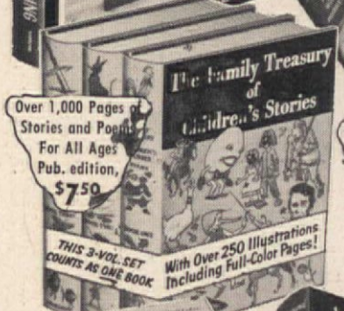
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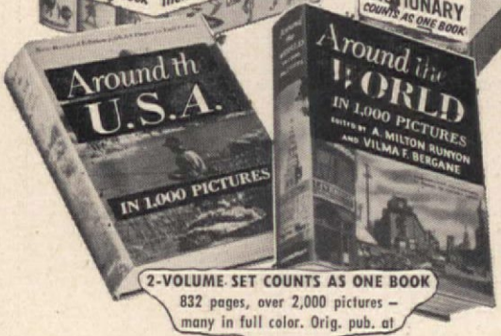


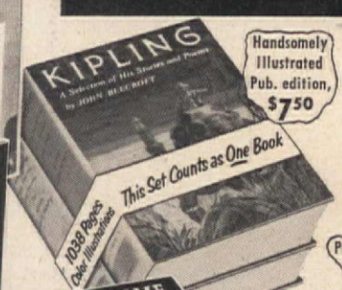








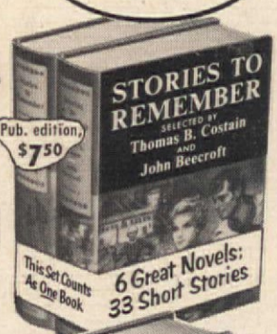














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HOW THE GUILD OPERATES. Why don't you join the Literary Guild now—while this 30th Anniversary offer is in effect? As a member you will receive each month your copy of "Wings", the Guild's beautifully illustrated magazine which reviews the forthcoming Guild selection. You may choose either the regular Guild selection or an alternate selection from among the many described. But you need not accept a book each month—only four during the coming year. With every fourth book thereafter, you will receive a valuable bonus book FREE.

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Please send me the THREE books checked here as my FREE Membership Gift and first Bonus in advance, and enroll me as a member of the Literary Guild. Also send the current Guild book as my first selection, and bill me only $2.00, plus shipping.

As a member, I am to receive "Wings" every month. I will notify you in advance if I do not wish to receive the Guild selection described, or whether I wish to receive an alternate selection. My only obligation is to accept three more selections, or alternates, during the coming year at only $2.00 each (plus shipping), regardless of the higher publishers' prices. I will receive a free Bonus Book with each fourth selection I purchase thereafter—and I may resign my membership at any time after purchasing four books.

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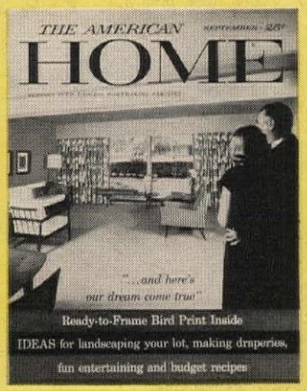
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30th Anniversary

OFFER GOOD ONLY DURING THE LITERARY GUILD'S 30th ANNIVERSARY

LITERARY GUILD OF AMERICA, INC., Publishers, Garden City, N. Y.



One of the best ways to learn how to decorate on a budget is to try it yourself. Then you'll know how tough it is—Hence our story this month (page 38) about the Baum family. With their cooperation, we lent aid every step of the way in their decorating project—even to accompanying Betty Baum on her shopping trips. You'll find a lot of her problems familiar ones; see how they were solved! Photo, F. M. Demarest.

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COMING IN OCTOBER



A STORY ABOUT THE ABSORBING HOBBY of Paul MacAlister, well-known industrial designer, and his magnificent collection of American eagle sculpture, drawings and photographs. You'll find it fascinating reading!



TWO YOUNG WIVES USE THE SAME FABRIC, and see what happens! Both decorate identical bedrooms having identical furniture with completely different results. Note how many more variations you yourself can make.

HOW A KITCHEN DOUBLED ITS SIZE is solved by enclosing the familiar garage-connecting breezeway. See how this kitchen acquired its new convenience and efficiency.

PLUS MANY MORE ARTICLES OF INTEREST

The American HOME. September, 1957. Vol. LVIII, No. 4. Published monthly by the American Home Magazine Corporation, 300 Park Ave., New York 22, N. Y. W. H. Eaton, Chairman of the Board; Jean Austin, President-Secretary; Theodore F. Gloisten, Vice President-Treasurer; Warren C. Agry, Archa Knowlton, Marion M. Mayer, Arthur Sherrill, Foster Willett, Vice-Presidents. Executive, Editorial and Advertising headquarters, 300 Park Ave., New York 22. Subscription Department, American Home Building, Forest Hills 75, New York. Copyright, 1957, by The American Home Magazine Corporation. All rights reserved. Title registered in U. S. Patent Office. Subscription price in United States, Canada, and Pan American countries $3.00 a year; 2 years, $5.00; 3 years, $6.00. All other countries, add $1.00 per year for extra postage. Entered as second-class matter December 31, 1935, at the post office at New York, N. Y., under the Act of Congress, March 3, 1879. **POSTMASTER: Send notices by Form 3579 to American Home Bldg., Forest Hills 75, New York.**

They DREW their way from "Rags to Riches"

Now they're helping others do the same

By REX TAYLOR

ALBERT DORNE was a kid of the slums who loved to draw. He never got past the seventh grade. Before he was 13, he had to quit school to support his family. But he never gave up his dream of becoming an artist.

Although he was working 12 hours a day, he began to study art at home in his spare time. Soon he discovered that people were willing to pay good money for his drawings. At 19 he was well launched in the field of commercial art. By 22 he was earning $500 a week. Dorne rose higher and higher—until he became probably the most fabulous money-maker in the history of advertising art.

Dorne's "rags to riches" story is not unique. Norman Rockwell left school when he was 15. Stevan Dohanos, famous cover artist, drove a truck and worked in a mill before turning to art. Harold Von Schmidt was an orphan at 5. Robert Fawcett, known as the "illustrators' illustrator," left school at 14. Austin Briggs, who struggled to support his family in a cold-water flat when he first broke into art, today lives in a magnificent contemporary home, over 100 feet long.

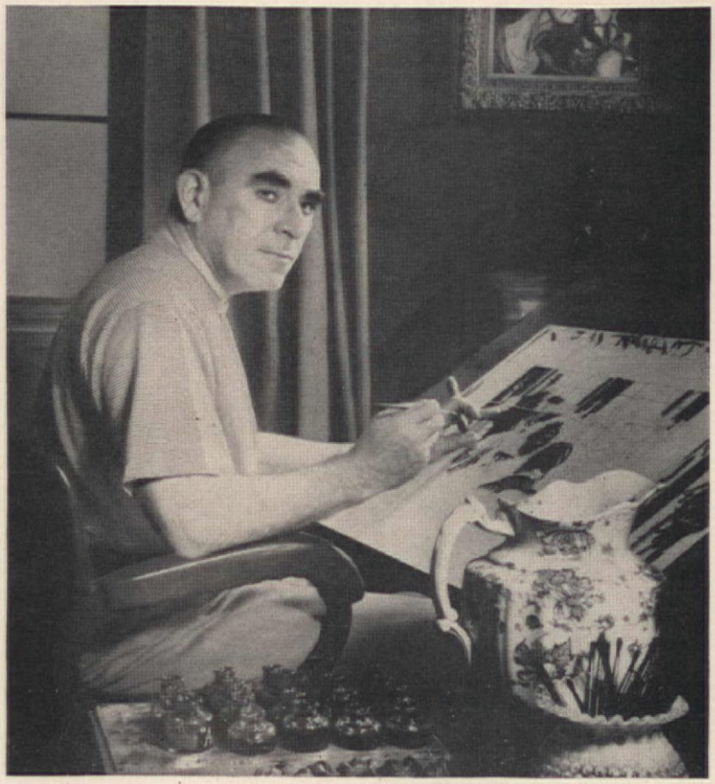
A plan to help others: Nearly ten years ago, these men gathered in Dorne's luxurious New York studio for a fateful meeting. With them were six other equally famous artists—Al Parker, Jon Whitcomb, Fred Ludekens, Ben Stahl, Peter Helck, John Atherton. Almost all had similar "rags to riches" backgrounds.

Dorne outlined to them a plan for sharing their good fortune with others. Dorne pointed out that artists were needed all over the country. And thousands of men and women wanted very much to become artists. What these people needed most was a convenient and effective way to master the trade secrets and professional know-how that the famous artists themselves had learned only by long, successful



(Photo by Roy Stevens)

NORMAN ROCKWELL—this best-loved American artist left school at 15.



(Photo by Ferenz Fedor)

ALBERT DORNE—one of the greatest money-makers in commercial art. From the window of his luxurious studio high above New York, Dorne can see the slum tenement where he once lived.

experience. "Why can't we," asked Dorne, "develop some way to bring this kind of top-drawer art training to anyone with talent... no matter where they live or what their personal schedules may be?"

The idea met with great enthusiasm. In fact, the twelve famous artists quickly buckled down to work—taking time off from their busy careers. Looking for a way to explain drawing techniques to students who would be thousands of miles away, they turned to the war-born methods of modern visual training. What better way could you teach the art of making pictures, they reasoned, than through pictures? They made over 5,000 drawings specially for the school's magnificent home study lessons. And after they had covered the fundamentals of art, each man contributed to the course his own special "hallmark" of greatness. For example, Norman Rockwell devised a simple way to explain characterization and the secrets of color. Jon Whitcomb showed how to draw the "glamour girls" for which he is world-famous. Dorne showed step-by-step ways to achieve animation and humor.

Finally, the men spent three years working out a revolutionary, new way to correct a student's work. For each drawing the student sent in, he would receive in return a long personal letter of criticism and advice. Along with the letter, on a transparent "overlay," the instructor would actually *draw*, in detail, his corrections of the student's work. Thus there could be no misunderstanding. And the student would have a permanent record to refer to as often as he liked.

School is launched; students quickly succeed: Thus was born the Famous Artists Schools—whose campus is the U. S. mail, whose classrooms are the students' own homes and whose faculty is the most fabulous ever assembled in the history of art teaching. The school's activities started in a converted old barn in Westport, Conn. It grew rapidly. Today it occupies its own modern building and has 5,000 active students in 32 countries. The twelve famous artists who started the school as a labor of love still own it, run it, and are fiercely proud of what it has done for its students.

Don Smith is a good example. When he became a student three years ago, Don knew nothing about art, even doubted if he had talent. Today, he is an illustrator with a leading advertising agency in New Orleans.

Lillian Ashby—Canadian student—reports: "I'm losing count but believe I have painted 57 and sold 41 pictures since beginning your wonderful training."

John Busketta was a pipe-fitter's helper with a big gas company until he enrolled in the school. He still works for the same company—but now he is an artist in the advertising department, at a big increase in pay.

Elizabeth Merriss—busy housewife and mother—now adds to her family's income by designing gift wrappings and greeting cards, and illustrating children's books.

Donald Kern was a cowboy in Miles City, Montana, when he began his Famous Artists training. Now he paints portraits, sells them for as much as $250 each, and gets all the business he can handle.

Gertrude Vander Poel had never drawn a thing until she enrolled. Now a swank New York gallery exhibits her paintings for sale.

"Where are the famous artists of tomorrow?" Dorne is not surprised at all by the success of his students. "Opportunities open to trained artists today are enormous," he says. "We continually get calls and letters from art buyers all over the U.S. They ask us for practical, well-trained students—not geniuses—who can step into full-time or part-time jobs.

"I'm firmly convinced," Dorne goes on, "that many men and women are missing an exciting career in art simply because they hesitate to think that they have talent. Many of them *do* have talent. These are the people we want to train for success in art...if we can only find them."

Unique art talent test: To discover people with talent worth developing, the twelve famous artists created a remarkable, revealing 12-page Talent Test. Originally they charged $1 for the test. But now the school offers it free and grades it free. Men and women who reveal natural talent through the test are eligible for training by the school.

Would you like to know if you have valuable hidden art talent? Simply mail coupon below. The Famous Artists Talent Test will be sent to you without cost or obligation. And it *might* lead you to become one of the "famous artists of tomorrow."

FAMOUS ARTISTS SCHOOLS

Studio 251, Westport Conn.

I want to find out if I have art talent worth developing. Please send me—without obligation—your Famous Artist Talent Test.

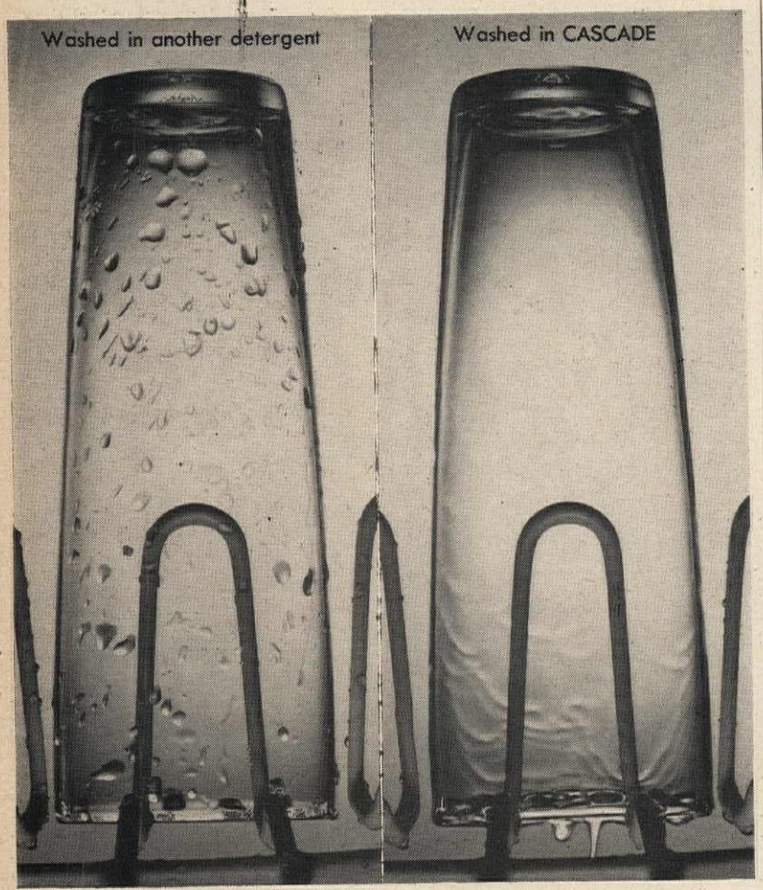
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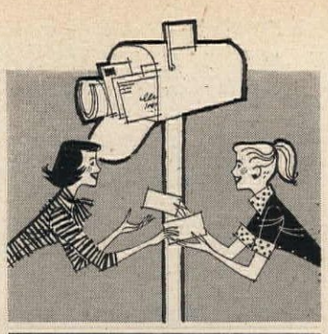
And Procter & Gamble's new, improved Cascade dissolves *completely* in your dishwasher spray . . . leaves no dried-on specks for you to wipe off. It gets everything *close-up clean*—cleaner and clearer than any other dishwasher detergent.

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READERS' EXCHANGE

The space on this page is reserved strictly for you. Your letters are not only expected but requested, since we believe no institution (or magazine) is worth its salt unless it welcomes and solicits an exchange of ideas. If you've been saving up desires, ideas, opinions, critical comments or commendations about what you see and read in the American HOME each month, we want to hear from you. And if we can't answer everything that comes our way, perhaps our readers will.

CATCH AS CATCH CAN

The cover on The American HOME for May shows your cover girl about to look out of her window with the aid of binoculars. To the right of the picture it says, "How to Marry Off Your Daughter."

That's a sneaky thing to do, but maybe at that it's better to use binoculars than a shotgun.

—VIRGINIA O. SUMNER

INSPIRATION FOR A MURAL



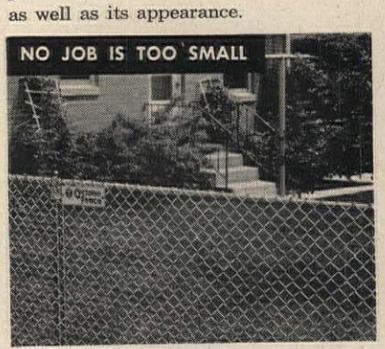
I have been subscribing to your magazine for many years, and while rereading some old issues recently I ran across an article entitled "Green is Her Hobby" in the March 1956 issue. After noticing the mural of an apple tree on the cover of that magazine and in that article, I painted a similar mural on the wall of a hallway in my home. The enclosed picture shows how effectively it's brightened the area.

—LILLIAN M. DRISCOLL

Playing children—pretty yards—both protected by CYCLONE FENCE



Dogs and young folks want plenty of romping room such as this big yard with its attractive enclosure of Cyclone Fence provides. And parents of younger children want to be sure they're protected from traffic and wanderlust. In addition, Cyclone Fence is such a fine quality product, it adds to the property's value as well as its appearance.



Cyclone Fence protects the shrubs and young trees in this yard from the neighbor's dog and the thoughtless trespasser. It also makes a good-looking divider between two properties, does not create any "shut-in" feeling. Cyclone Fence is made of only top-quality materials and is manufactured to give you years of trouble-free service. The famous Cyclone Chain Link Fabric is woven of heavy steel wire and is galvanized *after* weaving for maximum resistance to rust and corrosion. For more information on all types of Cyclone Fences, send in the convenient coupon for our free catalog.

Only United States Steel Corporation manufactures Cyclone Fence.

CYCLONE FENCE DEPARTMENT
AMERICAN STEEL & WIRE DIVISION, UNITED STATES STEEL
SALES OFFICES COAST-TO-COAST



UNITED STATES STEEL

—SEND FOR FREE FENCE BOOKLET—

Cyclone Fence
Waukegan, Ill., Dept. 197

Please send me a free copy of fence booklet.

Name .....

Address .....

City ..... Zone .... State .....



Open your home to the wide, wide world...enjoy new window beauty!

Open your walls to the garden view or a cooling breeze—with the matchless window beauty of Andersen Gliding Windows. Like all Andersen WINDOWALLS, they're created by master craftsmen—made to fit so they give superior protection against cold, dust, drafts, yet open easily for your comfort. Made of Ponderosa Pine that can blend easily with any decorating scheme, provides natural insulation. Made to *last*—chemically sealed against decay and termites. Plan on Andersen WINDOWALLS to open *your* home to the wide, wide world. Ask your builder, architect or lumber dealer about Andersen WINDOWALLS. Or mail the coupon.

Home in Carolina designed by Mr. D. C. Sopher



Easy to clean! Gliding Window sash are easy to lift out for cleaning, painting or changing storm panels. No need to climb ladders. No stretching or straining. Even the large "picture window" sizes lift out in a jiffy!



Easy to operate! Andersen Gliding Windows have smoothly-operating hardware, slide easily on their plastic tracks, opening wide to cooling breezes or closing tight for protection against rain, dust and drafts.

Andersen Windowalls
TRADEMARK OF ANDERSEN CORPORATION

AW

Mail for FREE window ideas
Andersen Corporation, Bayport, Minnesota

Get 36-page booklet of window beauty photos and ideas . . . 20-page booklet of window facts and information. There is no obligation.

Please check ☐ *I plan to build* ☐ *I plan to remodel*

Name.....

Address.....

City.....Zone....State.....

AH-97

RUTLAND
easy-do products

FOR CAULKING CRACKS AROUND THE HOUSE



NEW RUTLAND CAULKING COMPOUND

Makes a tight, durable seal around window and door frames—in cracks and crevices in concrete, masonry, etc. Dries to a tough skin but is soft and pliable underneath to allow for expansion and contraction. Easy to use. Available in cartridges, small hand-squeeze tubes, and quarts and gallons. Natural gray or brilliant white.



FOR REPLACING BROKEN WINDOWPANES



NEW RUTLAND GLAZING COMPOUND

Far easier to use than old-fashioned putty and does a better, longer-lasting job. Easily applied with knife. Forms plastic seal which will not harden, crack or pull away from sash or glass—yet is easy to remove if pane must be replaced. Pleasing white color blends with almost any sash—or can be painted. Comes ready to use in 1, 2, 5 and 12½ lb. cans.

RUTLAND FIRE CLAY COMPANY • RUTLAND, VT.

GRANDMA MOSES

We published in our July 1957 issue on pages 28, 29, and 30 of a substantial number of copies an interview with Grandma Moses under the title "The Little Lady from Eagle Bridge Does It." On the same pages, under the title "Here's How YOU Can Do It!," we offered a pattern of a flower still-life, referring to Grandma Moses in the descriptive text, and we also included "10 Helpful Hints for the Amateur Painter." This may have created the unintended and unforeseen impression that the flower still-life was painted by Grandma Moses, which it was not; that the "10 Helpful Hints" were contributed by Grandma Moses, which they were not; and that the offer of the pattern was sponsored or approved by Grandma Moses, which it was not.

We regret that we have thus used the name of this artist and wish to make it clear that Grandma Moses had no connection with the material other than her interview appearing on these pages.

Readers' Exchange

(Begins on page 6)

KEEP THAT WARRANTY

I want to thank you and American HOME for all appliance manufacturers for the article on page 98 of the May issue, entitled "Don't Throw Those Warranties Away!"

On some appliances, according to our surveys, almost 35% of all service calls could be eliminated if users would keep and study their instruction books and familiarize themselves thoroughly with their warranties.

—W. B. CREECH

MAGAZINES FOR FRIENDSHIP

Do you ever wonder what happens to the magazines you so generously give to "Magazines for Friendship," Occidental College, Los Angeles, U.S.A.? Well, the June 1954 issue of The American HOME is now in a beauty shop in Ankara—still in wonderful condition—and is eagerly read by Turkish, German, British, and American women, myself included.

I am quite interested now in this movement and would appreciate details in order that I may write my friends in the States and suggest the plan to them. Believe me, the American HOME was greatly enjoyed by everyone while I was in the shop and it is a wonderful magazine to portray the American way of living to others overseas. I missed this particular issue while I was stationed in Japan in 1954.

—ELLEN A. MCDANIEL



C. L. Evans, Pres. of New England Art Publishers, Says:
MAKE $50, $75, $100
Again and Again In Spare Time

SHOW FRIENDS
NEW STYLE
Christmas and All Occasion
GREETING CARD ASSORTMENTS
folks are wild about



New 1957 ASSORTMENT OF 21 DELUXE CHRISTMAS CARDS Sparkles, Snow Sheen, 24K Novelty Card, Sculptured Embossing

New 1957 4-STYLE CHRISTMAS ASSORTMENT OF 24 Cards in Rich Slims, Squares, Oblongs and Petite Cards all in 1 box



179 Easy Ways To Make EXTRA MONEY



New 1957 GOLD 'N GLITTER CHRISTMAS Assortment of Slim Cards with Jewel-like Sparkles

New 1957 ALL OCCASION ASSORTMENT

Guaranteed by Good Housekeeping

New 1957 Slim PARCHMENT CHRISTMAS Assortment of 21 Lovely Modern Style Cards of Beauty

FREE 64 SAMPLES
Name Imprinted Christmas Cards, Stationery just for writing us!



AMAZING VALUES ATTRACT ALL

Take easy orders. Show brand new ideas in fascinating greeting card boxed assortments, gift wrappings, home and gift items. Profits to 100% plus liberal Cash Bonus. No experience needed. Build a bigger income with exclusive new 50 for $1.50 up Personal Christmas Cards.

Start a Greeting Card & Gift Shop At Home
FREE Full Color Illustrated Catalog

MAKE FRIENDLY SOCIAL CALLS

Show women's, children's, men's novelties. Have cash for new clothes, furnishings, your group treasury. No experience needed. It's easy—it's fun!

NEW FUND RAISING and PARTY PLANS
Make up to **$1.00** per box quickly

ONE MONEY MAKER SAYS:

"I have been selling your cards for almost two years and I have made enough money to buy a lot of things I have wanted." *Diane Carey of Illinois*

Write today for FREE TRIAL Outfit of
EVERYTHING YOU NEED
to get started at once

SEND NO MONEY — ACT NOW!

Rush your name and address for Feature box assortments on approval, FREE Money-Making Guide and Special Offers. If outfit does not make money for you in a jiffy, return it at our expense—no questions asked! You have nothing to lose, everything to gain.

SENSATIONAL FREE OFFER
Saves You Money—Makes Money

SURPRISE! SURPRISE!
With your Outfit will come all details and a fabulous offer you cannot afford to miss. Write today!
New England Art Publishers
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FREE
Money-Making Guide shows beginners new easy ways to succeed



Mail Coupon Now

NEW ENGLAND ART PUBLISHERS
North Abington 92, Mass.
Please send me at once Feature assortments on approval, Free Samples Personal Christmas Cards, Stationery, Free Catalog, Selling Guide, details of your wonderful Extra Money Plan and amazing FREE OFFER.

Name_____
Address_____
City_____ State_____

☐ Check here if writing for club or church organization interested in raising funds.

No Risk On Your Part



Projecting block cast interesting shadows



Square block protrude from exterior wall

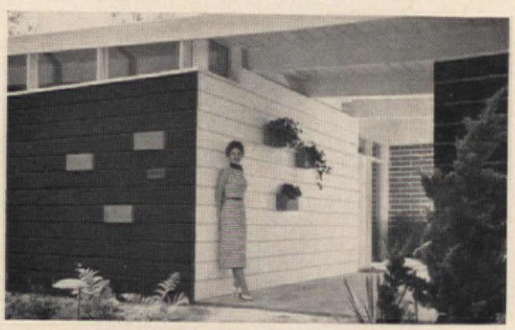


Diamond, vertical and patterned ashlar



Rugged split block combined with smooth-faced block laid in a basket weave pattern

Have a low-cost, high-fashion home with concrete masonry



Conventional block with deeply raked horizontal joints



Eight-inch square block laid in a regular pattern

You can have high-fashion living at low cost in your new house if it's built with concrete masonry. Your house will be handsome to look at, comfortable to live in. And it will have an air of permanence about it that will give you years and years of satisfaction. So if you're looking for high-fashion living, distinctive charm and fascinating wall patterns, you'll find that concrete masonry offers you more variety than any other quality building material.

Illustrated here are only a few of the many ways that concrete masonry can be used to achieve attractive and unique effects. A wide choice of paints will enhance your basic pattern.

Yes, a concrete masonry house offers you more in beauty, charm and modern styling. And at the same time it offers you many worthwhile extras in the way of lifelong comfort and enjoyment, protection and economy. You can own a distinctive concrete masonry house for a modest investment—usually less than the cost of a similar house built of less sturdy materials. In simple arithmetic, a concrete house costs less because: Moderate first cost + low maintenance expense ÷ long years of service = *low-annual-cost* shelter.

Send for the exciting story of concrete masonry homes. This free illustrated color booklet is distributed only in the U. S. and Canada.

PORTLAND CEMENT ASSOCIATION
Dept. A9-5, 33 West Grand Avenue, Chicago 10, Illinois
A national organization to improve and extend the uses of portland cement and concrete
. . . through scientific research and engineering field work

Cleaning short cuts with new BRILLO Soap Pads



Stove burners and ovens gleam without hard scrubbing. New Brillo Soap Pads whisk off grease, scorch, burned-on foods!



Shop tools stay sharper, last longer, work better when kept shining clean with Brillo. Sturdy metal-fiber pads lift off sticky resin and stubborn rust!



Roasters sparkle up fast with New Brillo Soap Pads. Now crusty pans get cleaned and shined at the same time!

Nothing shines aluminum like...



There's special soap with Jeweler's Polish in every pad!
THRIFTIER! 5 and 12 pad boxes

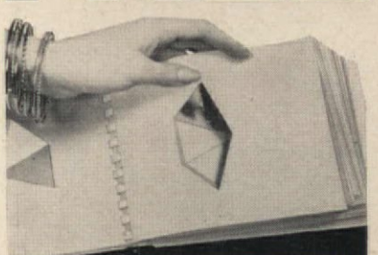
YOU'LL FIND

on page 12 the eighth in our series of popular Bird Prints illustrating flowers and birds adopted by a number of states as their official emblems. These prints are faithful reproductions of original paintings by Arthur Singer, one of the nation's foremost wildlife artists. Every one in this beautiful series is a collector's item, suitable for framing. You can still obtain copies of previously published Bird Prints at a nominal price (see ordering information below). Our featured painting this month portrays the Baltimore Oriole, official State Bird of Maryland, and the Black-capped Chickadee, adopted by Maine and Massachusetts.

• To receive copies of the previous seven Bird Prints, send 50¢ for each print you desire along with your name and address to: Dept PR, THE AMERICAN HOME, Forest Hills, 75, N.Y. Your prints will be mailed flat. Former prints are: 1) Cardinal; 2) Eastern Bluebird and Mountain Bluebird; 3) Ruffed Grouse, Ring-necked Pheasant and California Quail; 4) Mockingbird; 5) Robin; 6) Willow Goldfinch; 7) Western Meadowlark.

Take Guesswork out of Decorating...

BORROW THIS BOOK FREE



From your Super® Kem-Tone Dealer

- Color Harmony Book makes painting and decorating easy
- Shows 1500 lovely color schemes in big full-page paint samples.
- An exclusive Super Kem-Tone color service.



NUMBER 8 OF A SERIES OF PAINTINGS BY ARTHUR SINGER

Fabrics and furnishings meet their match in O'Brien Paints!

With O'Brien Symphonic Colors it's easy to "pick up" a favorite drapery or carpet color for your walls.

Aren't the new fabric colors lovely? Blues brushed with violet . . . greens hushed with gray . . . pinks lit with gold! The professional decorator calls these "loaded" colors because they are complex blends of *many* pigments.

These same subtle tones—so difficult to match with ordinary wall paints—are faithfully reproduced by O'Brien.

O'Brien colors, too, are enriched (or "loaded") with *extra* pigments—more than are actually needed to produce the color itself. The added pigments give O'Brien Symphonic Colors their glowing highlights and overtones . . . their "responsiveness" to neighboring colors.

Visit the O'Brien dealer in your community soon. There you will find O'Brien's new decorating "tools"—everything you need to create perfectly coordinated color schemes. Learn how rewarding it is to decorate with O'Brien Symphonic Colors—the only paints that are a match for today's home furnishings!

Get your free copy of O'Brien's illustrated booklet "At Home with Color" from your O'Brien dealer. He's listed in the yellow pages of your telephone directory.



See and use the many new color "tools" at your O'Brien paint store. Manuals, albums and chip displays provide everything you need to create your own color schemes.

O'Brien Paints are endorsed by the nation's leading architects, decorators and home fashion authorities.

THE O'BRIEN CORPORATION
South Bend 21, Ind., Baltimore 13, Md., Oklahoma City 7, Okla., Los Angeles, Calif., San Francisco 7, Calif.

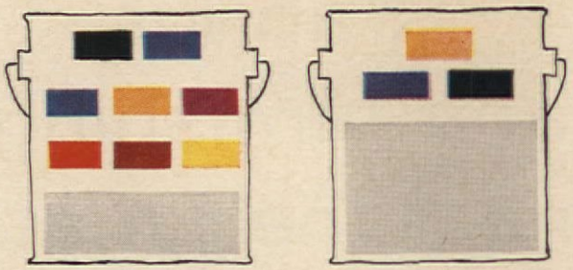
O'BRIEN PAINTS
TOP QUALITY SINCE 1875

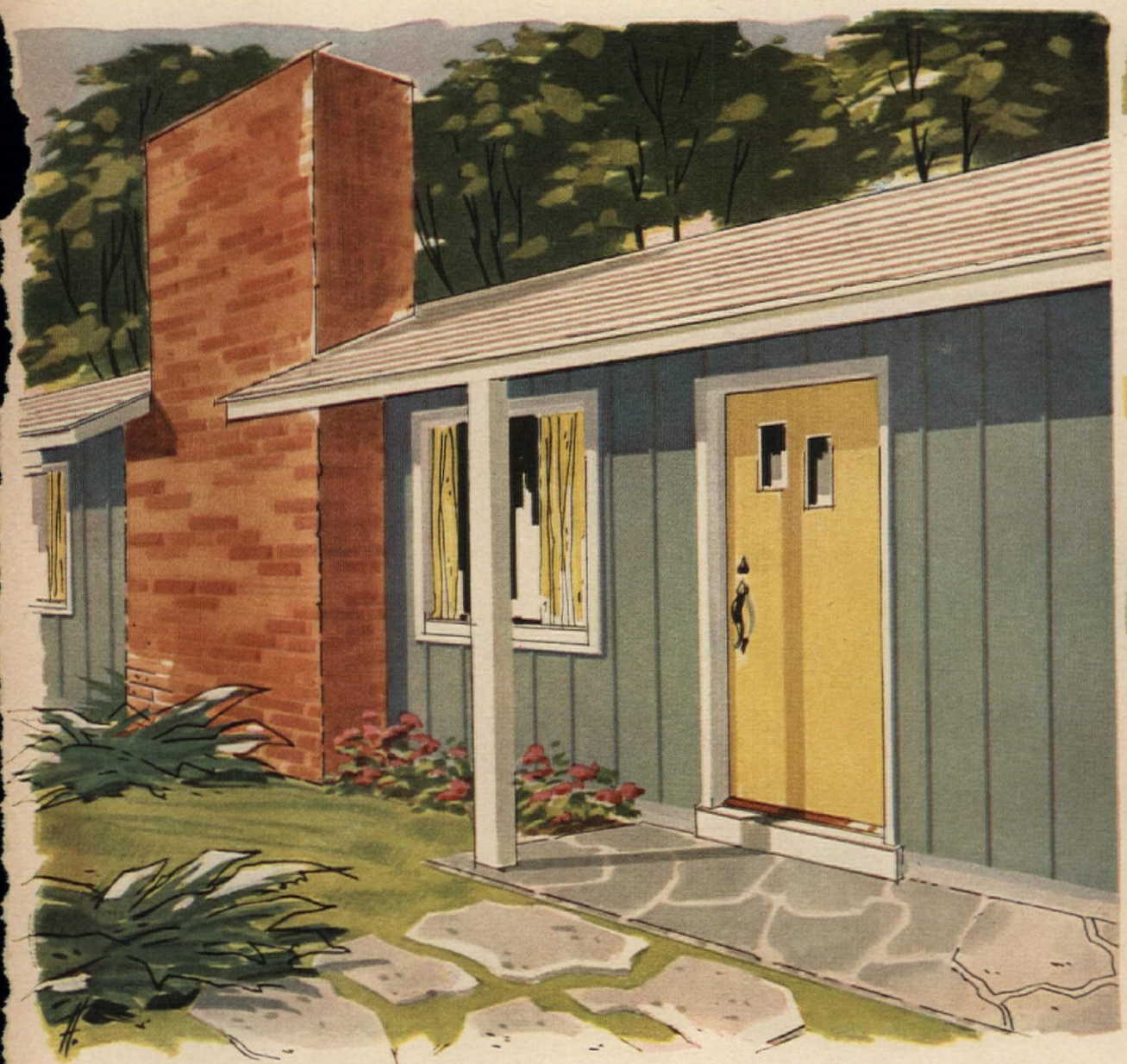
©1957, O'Brien Corp.

onic Colors

nt!

O'Brien Symphonic Colors contain *over twice as many* individual pigments as ordinary paint. It is this *extra* pigmentation which gives O'Brien colors their distinctive richness and depth.





LIME

Tango

SUNCREST

OLIVE

CORAL CLOUD

ORIENTAL SAND

Siding is "75" Exterior Eggshell ICEBERG

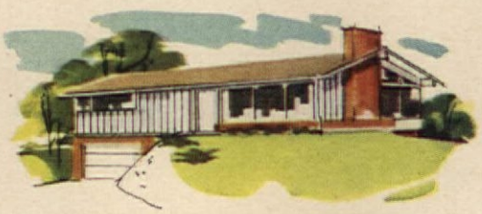
Colors in capital letters are standard colors.



Why not let your house *show* its colors? Treat it to a smart exterior color scheme with O'Brien's "75" Exterior Eggshell.

This new low-lustre paint comes in a full range of Symphonic Colors, as soft and pleasing as those of Nature herself. It's a true, all-purpose paint, ideal for shingles, shakes, siding or trim. Made with pre-shrunk oils, it imparts a rich, velvety beauty that looks better longer!

See your O'Brien dealer when you're ready to do the job. Make that next coat of paint a *coat of color* with O'Brien's "75" Exterior Eggshell.



For a lustrous gloss finish, nothing tops O'Brien's "75" House Paint—the amazing White that actually *keeps getting whiter* the longer it's on! Comes in colors, too.

Check the yellow pages of your phone directory for your nearest O'Brien dealer.

O'BRIEN PAINTS
TOP QUALITY SINCE 1875

©1957, O'Brien Corp.

O'Brien Symph

bring new depth of beauty to pai



Dulcet Green

CANARY

CAMELLIA

DEW

Bengal Bronze

Monte Carlo

Walls are Liquid Velvet SANDALWOOD

Colors in capital letters are standard colors.



You notice it immediately—the way O'Brien Colors bloom and glow, give walls a dramatic new quality of *depth*.

Such professional results are easy to come by with O'Brien's Liquid Velvet. This amazing paint has a combination of features never before offered in a flat enamel! It flows on smoothly with no laps, dries fast to a rich, matte finish and stands up well under repeated washings.

Before you paint *any* room, investigate the many advantages of Liquid Velvet. More than 100 glorious colors to select from at your O'Brien dealer's.







In a sense, Reg and Marion Olds liked the antique furniture they had acquired from their families because it was good and fitted together to make a distinctive background. If they had collected the antiques themselves, if they had found this and added that as they could afford it, they would, probably, have prized each and every thing. As it was, they simply came by them, knew enough about antiques to appreciate their calibre and so used them, with taste. But they had never had the fun of furnishing their own house, never had the free hand to decide what they wanted and didn't want. It was as if when they established a home they had lost the principle of individuation and were merely a number in a series . . . a family series, where as a son and a daughter or grandchildren, they now had this and that of so-and-so's. Recently, they bought and moved into a house of their own choosing—contemporary in design rather than the traditional type they had before. Courageously, they disposed of practically all of their inherited possessions, and with the help of Decorator Harold Grieve, have furnished the house with new designs of furniture and accessories that go well with their new house.

The result is a great success! Although the house and furnishings are new and quite a departure from anything the Olds' had before, none of it looks newly acquired. The overall effect is a pleasant contemporary feeling rather than any attempt at carrying modern to harsh extremes. There is, as a matter of fact, an amazingly well-brought-together look about it that is well thought out, well-bred.

There are multitudes of people like Reg and Marion Olds... alike in that they secretly resent inherited possessions. But few, like the Olds, have the courage to dispose of them in mid-life for the fun of furnishing

VIP
Very People Interesting

their own house in



Mrs. Olds is an artist, and a good one, whose paintings have been shown in museums all over the country—the Corcoran Gallery in Washington, D.C., the last Biennial Exhibit at the Los Angeles County Museum and the Denver Museum just to name a few.

Mr. Olds is a manufacturer of fine musical instruments, is knowledgeable about music, and is, naturally, a hi-fi fan. Bassoon painting over living room sofa, in the colors of the room, was painted by Mrs. Olds

Photographer: Charles Yerkes



Home of Mr. and Mrs. Reginald B. Olds, Whittier, California
Harold Grieve, A.I.D., Interior Decorator

their own taste

MARTHA B. DARBYSHIRE







ALERT, INTELLIGENT, THE OLD ENGLISH SHEEP DOG IS TRULY A TRUSTED FRIEND. PAINTING BY DOUGLASS CROCKWELL.

Clear-eyed and alert ...a Friskies-fed dog

–the secret is real meat nourishment at its balanced best!*

How wonderful to look at your dog and *see* the results of Friskies balanced nourishment. At last you can be sure he is getting all the energy-giving protein, vitamins and minerals known to be needed for trim good health...plus the satisfying taste of lean red *horse meat, the principal ingredient in Friskies.

BALANCED DIET. Some dog foods simply fill. Friskies *fully* nourishes ...provides up to twice the nourishment of dog foods selling for only pennies less. Get Friskies for your dog...and see the difference!





For Variety—Friskies Meal
Quickest, easiest of all to mix. Just add water. A complete diet containing all the food values of finest steaks, chops, roasts.

Carnation quality products

ALBERS MILLING CO., DIV. OF **CARNATION COMPANY,** LOS ANGELES 36, CALIFORNIA

VIP Very People Interesting (Continued)



Mrs. Olds' studio is in the garden, within view of the family room.



Quiet, removed area for piano is built as a separate alcove, just to the right and back of the jutting fireplace wall.



Entire wall is devoted to record player, record turntable, amplifier, tape recorder, library of records and television set, is accessible for repair work from the garage. THE END

HANG THESE LOVELY

SUPERWIDE DRAPERIES Fiberglas*

That Never, Never Need Ironing or Dry Cleaning

IN YOUR OWN HOME 30 DAYS FREE!



SEND NO MONEY NOW—Pay ONLY if delighted OR return and owe nothing

Bouquet high fashioned charm in versatile classic floral design on White background. #1—Green, Pink, Turquoise, highlighted with Metallic Gold. #2—Red, Grey, Green, highlighted with Metallic Gold.

Futurama a mobile abstract small leaf design on White background. #3—Grey, Pink, Charcoal, spiced with Metallic Gold. #4—Pink, Green, Turquoise, Black, spiced with Metallic Gold.

Now 127 Custom sizes and colors that fit any window

guaranteed for 5 years! **Wash beautifully Dry in Minutes!**

guaranteed for 5 years! **Never to Shrink Never to Sag!**

guaranteed for 5 years! **Washable Colors Wonderfully Fade Resistant!**

guaranteed for 5 years! **Fireproof Mildew proof!**

14 decorator colors in prints, solids, yard goods

Fiberglas Nowhere else in the world such a tremendous selection of sizes, styles and colors in ready-made Fiberglas Superwide Draw Draperies. And only Ronnie—the world's largest distributor of Fiberglas Curtains and Drapes—offer them to you this wonderful, new, economical way. No need to pay high prices for made-to-order drapes when for a fraction of the cost you can cover windows or walls **as wide as 12 feet with only one pair.** These luxurious heavy weight Superwide Drapes actually come **as wide as 21 feet** to the pair. Each pair, in all lengths and widths, is identically matched in color and pattern design. And, of course, famous FIBERGLAS never needs ironing, never needs dry cleaning, never will shrink, sag, mildew or burn—the perfect drapery fabric! Because we buy for thousands of members you save on every pair you buy.

And with our new 30-day Free Trial Plan you can actually hang these luxurious Superwide Draperies in your home at our risk. Order the draperies you want for every window, wall and corner of your home—NOW! Pay nothing when you order, pay nothing when your drapes arrive. Enjoy them for 30 days—FREE. Then, if delighted, pay the low price indicated. Otherwise, return the draperies and owe nothing. You risk nothing, lose nothing. Each pair carries the Good Housekeeping Seal of Approval as well as our own written 5-year guarantee. Mail coupon now!

IT'S EASY TO MEASURE: Do it with confidence! You can never order your drapes too long, because it's a simple matter to shorten them. Nor can you order your drapes too wide . . . because extra fullness provides for extra beauty. And for really wide windows—over 12 feet wide—use a combination of our Superwide single and multiple widths.

FOR COMPLETE COLOR SWATCH KIT, CONTAINING 16 ACTUAL SAMPLE SWATCHES PLEASE ENCLOSE 50¢ TO HELP COVER COST OF HANDLING!

YOUR CHOICE OF 91 SIZES IN SOLID COLORS!



*T. M. Owens Corning Fiberglas Corp.

RONNIE the world's largest distributor of Fiberglas Curtains and Draperies

Dept. AH-14, 145 Broad Ave., Fairview New Jersey

Save Over 65% of the Price of Made-to-Order Draperies

PRINTED DRAPERIES

Length In.	Single Width Fits Windows to 45" Wide Price Pair	Double Width Fits Windows to 95" Wide Price Pair	Triple Width Fits Windows to 144" Wide Price Pair
63	$7.98	$19.95	$31.95
84	9.59	22.95	37.95
90	9.79	23.95	39.95
110	10.98	26.95	43.95

FIBERGLAS PRINTS BY THE YARD
45" Wide (State Color) $1.98 Per Yard

SOLID COLOR DAMASK DRAPERIES

Length In.	Single Width Fits Windows to 45" Wide Price Pair	1½ Width Fits Windows to 70" Wide Price Pair	Double Width Fits Windows to 95" Wide Price Pair	Triple Width Fits Windows to 144" Wide Price Pair
36	$5.29	$9.59	$13.98	$21.95
45	5.49	9.89	14.98	22.95
54	5.98	10.59	15.98	24.95
63	6.49	11.29	16.98	26.95
72	6.98	11.98	17.98	28.95
84	7.79	12.98	18.98	29.95
90	7.98	13.49	19.98	31.95
99	8.98	14.98	22.98	35.95
108	9.98	16.49	24.98	38.95

FIBERGLAS SOLID COLORS BY THE YARD
45" Wide (State Color) $1.59 Per Yard

Guaranteed by Good Housekeeping — REPLACEMENT OR A REFUND OF MONEY IF NOT AS ADVERTISED THEREIN

NOTE: All Ronnie Drapes have these custom-made features: deep 4" pinch pleats, generous bottom hems, pucker-proof blind stitched side hems.

RONNIE, Dept. AH-14, Ronnie Bldg., 145 Broad Ave., Fairview, New Jersey

Please send me the following Superwide Draperies under your 30-day Free Trial Plan. I understand I pay nothing now, nothing on arrival. I will hang my drapes in my home for 30 days. After that, I will send payment in full. Otherwise, I will return draperies and owe nothing.

PATTERN	NO. of PAIRS	COLOR	WIDTH	LENGTH	PRICE PER PAIR	TOTAL PRICE

Yard Goods:.....Yds., in.....State Color.....at $.....Per Yd.,
(Quantity) (Pattern)

Your Name.....Husband's Name.....

Address.....

City.....Zone.....State.....

Husband's Business Address.....

Bank Reference.....

If you prefer you may enclose full payment now—otherwise we will bill you later.



Designed by John Van Koert

Look at the difference!

. . . it's Drexel®

Such a delightful difference you'll see in Profile* by Drexel! Look at the side-view . . . graceful curves from tapered leg to silken top. Look at the front . . . matched sable-brown walnut with silvery metal drawer pulls. Look in the drawer . . . there's the Drexel brand mark, seal of value and integrity. See what a difference Profile makes in living, dining and bedrooms soon . . . at your Drexel store!

Send for your "Portfolio of Fine Furniture," colorful booklets on Drexel's traditional, provincial and modern groups —35c in coin to 7 Huffman Road, Drexel, North Carolina.

by Drexel

*Design patented

DREXEL FURNITURE COMPANY, DREXEL, NORTH CAROLINA



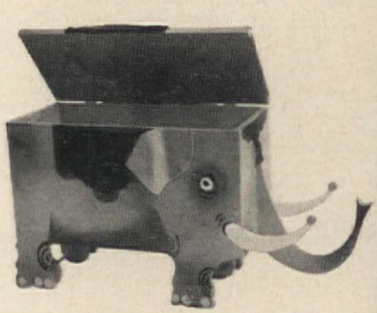


Nothing delights a child more than a zoo, and we've dreamed up two favorites that are designed not only to amuse moppets, but one of them may even encourage a little bit of tidiness. Both are available in pattern form.



DESIGNER: ROBERT W. HOUSEMAN

GET INTO AN ANIMAL ACT



#1689—75¢ Since no smart hunter wants to trip over fallen cargo when he's off on a tiger hunt, Elmer, the wide-eyed elephant, is always on the alert, ready to lift his top and stow away extra gear until needed—like tops, trucks and sailing vessels.



#1690—50¢ No hard shell for Tom Turtle, but soft foam rubber covered with vinyl plastic and fancied up with ball fringe. Easy to make from plywood, easy to paint and trim with help from our pattern. Just what the small fry like for viewing television!



Evenings the Dallas Raneys like to relax in the family room. Telephone here is a must since the family spends so much time in this room.

Busy homemaker enjoys the convenience of

"telephones where we need them"

When the Dallas P. Raneys of Little Rock, Arkansas, built their new home two years ago, Mrs. Raney knew just what she wanted. Light, airy rooms. Plenty of storage space. A pastel color scheme. Built-in kitchen and laundry appliances. *Conveniently placed phones.*

"They're part of the way we live," says Mrs. Raney. "We planned right from the start for telephones in the kitchen, family room, master bedroom and our daughter's room. Each one was chosen in a color to compliment the room's furnishings.

"All the telephone wiring is 'built-in'—concealed in the walls. Portable phones serve little-used rooms and the outdoor patio."

You can enjoy telephone service as modern and complete as the Raneys, whether you're building a new home or want added convenience and a new touch of color in your present one. The cost is low. Just ask your telephone business office for all the details.

Working together to bring people together

BELL TELEPHONE SYSTEM





Mrs. Raney especially enjoys having a telephone in the master bedroom, uses it in her community activities, to chat with friends, make informal invitations.

She finds her kitchen phone the "most useful." It's placed between sink and cooking areas for easy access.



Teen-age Sharon has her own separate telephone line and directory listing. This keeps the other line free for family use.

NOW!



Just one of the 61 different designs you'll see in the New Book of Shillcraft rugs you make yourself. Send for it today

You can make a rug like this!

24-page, full-color book shows you how. Send for it today.



- Shows 61 "Shillcraft" designs, including contemporary (available in 124 different sizes).
- Tells how to make a perfect heirloom-quality rug at a table. No frames. No yarn-winding or cutting, thanks to "Readi-cut" yarn.
- Tells you how to buy by mail at direct-from-importer savings. Not available in stores.

Create a perfect rug your very first try this new, easy way. Have fun while being practical. No experience needed.

Get everything you need by mail . . . direct from importer



- **"Readi-cut"** 100% wool rug yarn, exclusive with us. Cut to size, supplied in exact amount to complete rug you order. No winding or cutting. Guarantees even rug pile. No possibility of error.
- **Sturdy English canvas**—pattern stencilled in color. Match "Readi-cut" rug yarn to the colors on the canvas. You can't make an error. Full instructions in 24-page book.
- **Shillcraft patented latchet-hook.** Ties wool to canvas easily, quickly and so tightly it will never ravel or pull out, even in vacuuming.

Make a complete rug for as little as $11. Or, use our pay-as-you-go plan. As little as $5 gets you started. (See book for details).

Shillcraft Rug Kits backed by unconditional money-back guarantee

To get book, send 25¢ in coin to: Shillcraft, Baltimore 1, Md.

ATTENTION CANADIANS: Now, Shillcraft Rug Kits are shipped direct to Canada from England, and stocked in our Montreal office for immediate delivery. Mail coupon today to our Montreal office and get brand new 24-page full-color Rug Book with complete information.

MAIL COUPON NOW . . . get new 24-page color book plus wool color card immediately.

"Shillcraft," Dept. A-9, 106 Hopkins Place, Baltimore 1, Md.

I'd like to know more about making a rug. Please send me your new 24-page Shillcraft Readi-cut Rug Book, showing 61 distinctive rugs in full color, plus Rug Yarn Color Card and complete information. I enclose 25¢ in coin to cover handling cost, but otherwise there is no cost or obligation.

Name.....

Address.....

City..... Zone..... State.....

In Canada, send to: **"Shillcraft,"** Dept. A-9, 2485 St. Patrick St., Montreal 22, P. Q.

With summer's end, why not convert that old

Deck Chair

into a new



Chaise Longue



When you bought that relatively inexpensive deck chair for your back yard or your front porch, you probably didn't anticipate getting year-round usefulness out of it. Here's a way you can convert it into a comfortable chaise longue-type chair.

The transformation is simple: with brown paper, make a template of the back, seat and foot rest. Secure foam rubber of the desired density and cut it to the size of your templates. Next, cover the foam rubber with your choice of fabric (for outdoor use, cover with a weatherproof plastic). You may want to add some embellishments, too, such as the "sleeves" on the arms that you see in the photograph. Or, for extra-added comfort, you can cover a pillow or round bolster in the same fabric to fit into the back or seat of the chair.

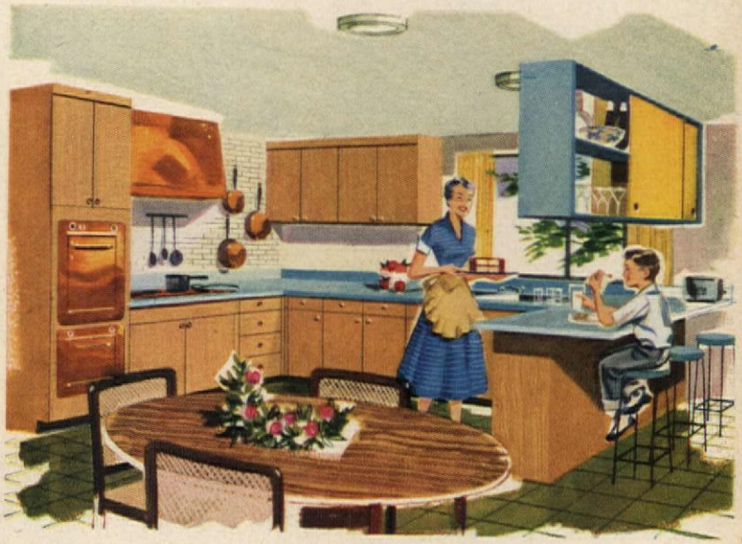
The last step is the easiest of all. Just sit back and relax!

REMODEL with Fir Plywood

...for both livability and lasting value



Adding a new wing? Choose fir plywood for the all-important structural parts—subflooring, wall and roof sheathing. It's the finest, strongest construction money can buy. Yet, because it speeds work and simplifies building, fir plywood actually costs less than "just ordinary" construction.



Bring your kitchen up to date with smart new fir plywood cabinets and built-ins. They're low in cost, easy to install and finish. Choose bright, modern accent paints . . . or soft honey-tone stains waxed to a silken sheen to flatter the warm good looks of the natural wood grain.



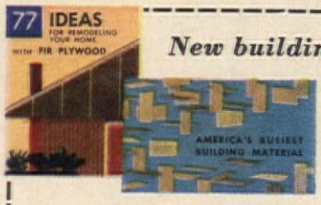
Work remodeling magic on that unused attic with fir plywood paneling and storage units. Large, light panels make the job easy. Budget note: simply paint smooth fir plywood subflooring and use it as finish flooring until you have the time and money to install tile or carpeting.



Fir plywood built-ins like this convenient shelf-door wardrobe and built-in vanity give you neat compact storage space . . . plus far more *usable* floor space. They're a real decorative asset, too. Use standard fir plywood, painted or stained, or exciting new textured panels.



DFPA trademarked for your protection...
Fir plywood is sold by retail lumber dealers in standard grades plus smart decorative textured panels. DFPA-Industry grade-trademark on the panel attests dependable quality. Look for it.



"77 Remodeling Ideas" — Fully illustrated with before and after examples. Helpful suggestions for additions...remodeling and decorating ideas for every room. **10c**

"America's Busiest Building Material" —32 page full color booklet tells fascinating story of fir plywood, how to use it for building, remodeling. **25c**

New building and remodeling idea booklets for you

Douglas Fir Plywood Association, Dept. 1, Tacoma, Wash.

Please send booklets checked below. I enclose _____ to cover mailing and handling costs. (Offer good USA only)

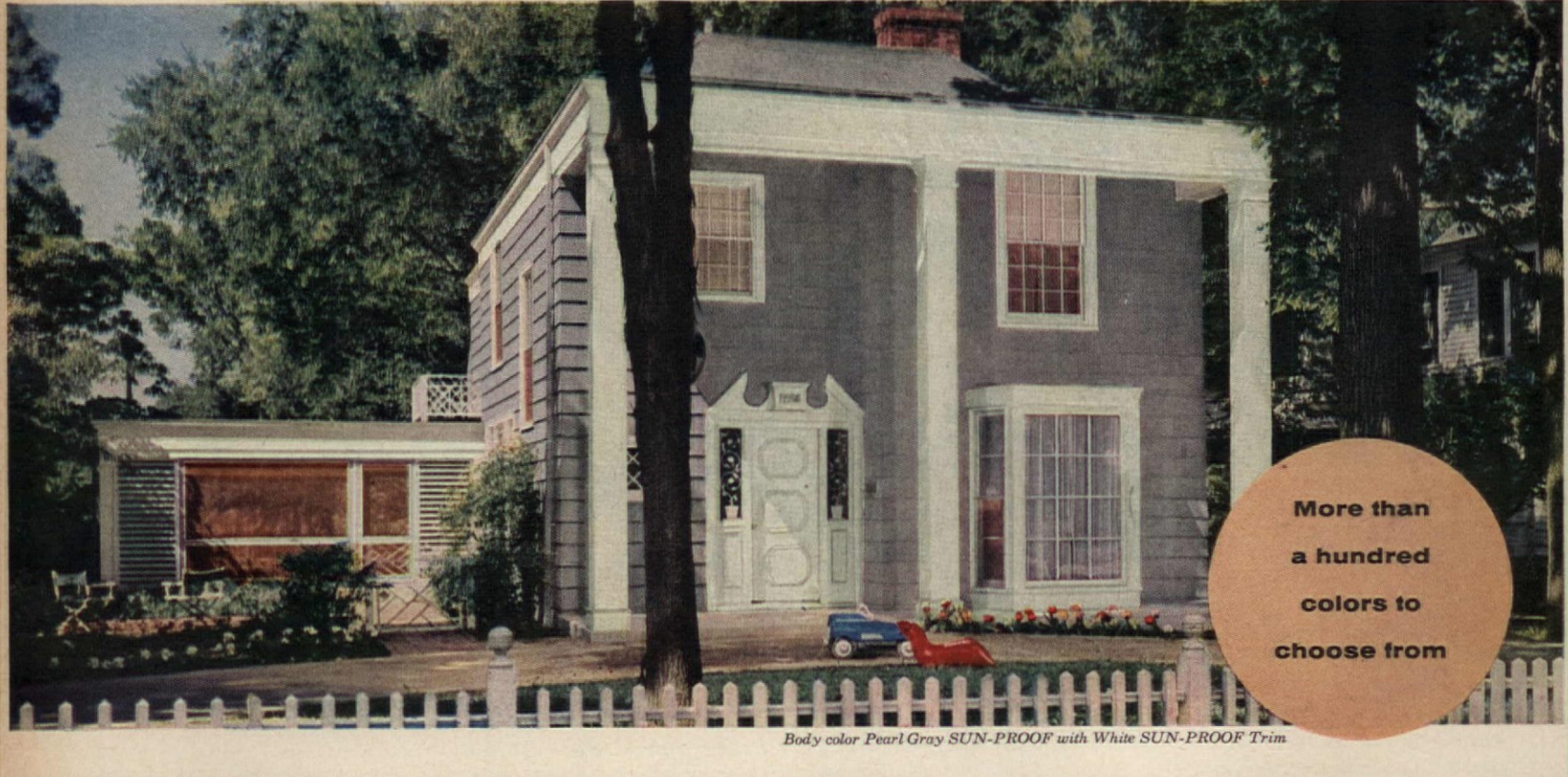
☐ **"77 Remodeling Ideas"** (10c) ☐ **"America's Busiest Building Material"** (25c)

Name _____

Address _____

City _____ *Zone* _____ *State* _____

Let the magic of color give your home a new personality!



Body color Pearl Gray SUN-PROOF with White SUN-PROOF Trim

You'll be proud of that "Just-Painted" look for years with

SUN-PROOF®

AMERICA'S FINEST HOUSE PAINT

The only house paint with fume-resistant pigments and Vitolized Oil®



Body color Milwaukee Cream SUN-PROOF with white SUN-PROOF Trim and shutters SUN-PROOF Terra Cotta Maestro Color No. 253R.

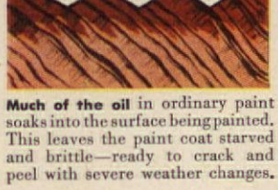
● **Use SUN-PROOF Trim Paints** on entranceways, windows, shutters, eaves and corners to enhance the charm of your home. These tough, rugged paints are easy to use and hold their color and gloss remarkably.

You'll take pride in your home's bright "*just-painted*" look for many extra years when you paint it with SUN-PROOF.

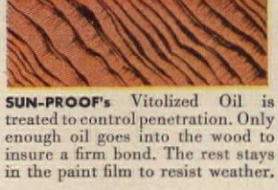
● **With SUN-PROOF's range** of *more than a hundred* Maestro Colors® to choose from, you can give your home a fresh, new personality that's distinctively your own.

● **It's the only house paint** made with fume-resistant pigments and special Vitolized Oil which controls penetration. These wonderful ingredients assure *enduring protection* against weather-wear, fuel fumes and industrial gases.

Controlled Oil Penetration Makes SUN-PROOF Look Better Longer!



Much of the oil in ordinary paint soaks into the surface being painted. This leaves the paint coat starved and brittle—ready to crack and peel with severe weather changes.



SUN-PROOF's Vitolized Oil is treated to control penetration. Only enough oil goes into the wood to insure a firm bond. The rest stays in the paint film to resist weather.

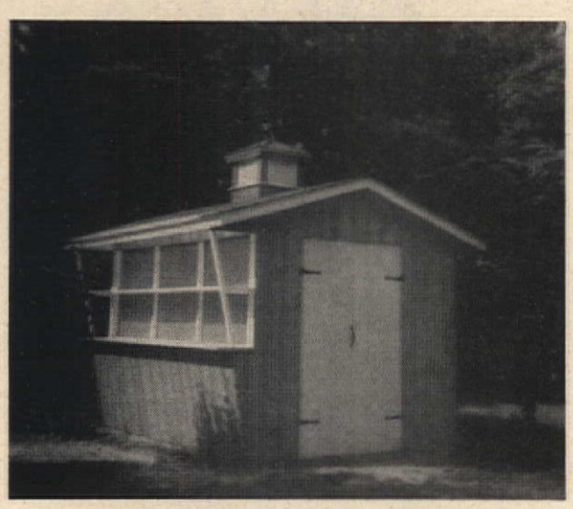
PITTSBURGH® PAINTS

PAINTS • GLASS • CHEMICALS • BRUSHES • PLASTICS • FIBER GLASS

PITTSBURGH PLATE GLASS COMPANY

GENERAL OFFICES: PITTSBURGH 22, PA. IN CANADA: CANADIAN PITTSBURGH INDUSTRIES, LTD.

"I Saw It in The American Home"



Dentist's Handiwork

It's not unusual for doctors, dentists, and other professional people to be "artists and craftsmen" in their limited leisure time. Dr. Maurice D. Doles, a dentist in Baltimore, Md., is one of these —a gardener with a strong love of woodworking, as evidenced by the workshop he produced above with the aid of an American HOME pattern. We'd say it's one of the most line-for-line copies of a construction pattern we've ever seen—right up to the weathervane topping the cupola. The interior is divided into two sections—a workroom and a storage room.

Two Versions of One Pattern

"Once upon a time four people were made very happy by one American HOME pattern." Once-upon-a-time stories are rarely true. This one, however, *is* true, with real people: the Sanborns of Caldwell, N.J., and their neighbors, the Nelsons.

The story begins when the Sanborns saw a Colonial sideboard pattern in one of our issues. In need of a cabinet for the dining area of their new home, they "couldn't send for the pattern fast enough."



First version: Colonial sideboard in the Sanborn dining area, made from an American HOME pattern.

When the Nelsons saw the blueprint, they decided it would be an ideal phonograph-record cabinet, with a few minor changes. Combining their efforts, a capital of $20 each and Ed Nelson's power tools, the men set to work, completing the cabinets in just two weeks.

Since once-upon-a-time stories always have happy endings, this is no exception—to judge from these snapshots.



Second version: phonograph-record cabinet in use at the Nelson home.



"Double-duty" room made lovelier, more useful with low-cost WESTERN PINES

Bookshelf-headboard, cabinets and paneling of Western Pines transform this study-by-day, bedroom-by-night into a place of *special* appeal and convenience.

That's because there's a special combination of beauty and practicality about the Western Pine woods.

They are straight-grained, carefully dried, exquisitely textured. Yet they are so easy to work and take any paint, stain or varnish handsomely. Left natural, they can be waxed then rubbed to a rich, velvety glow.

Whatever your building or remodeling requirements, you'll find the economical Western Pines a pleasure to work with, a joy to behold.

Your lumber dealer will be glad to give you complete details about all the Western Pine woods.



FREE! New edition of bright ideas!

"FRIENDLY HOME IDEAS"—85 photographs, many in color, feature traditional and contemporary ideas for building, decorating and remodeling using cheerful Western Pines. Write for your FREE copy to WESTERN PINE ASSOCIATION, Dept. 207-F, Yeon Bldg., Portland 4, Ore.

The Western Pines

Idaho White Pine
Ponderosa Pine
Sugar Pine

and these woods from the Western Pine mills
WHITE FIR · INCENSE CEDAR
RED CEDAR · DOUGLAS FIR
ENGELMANN SPRUCE
LODGEPOLE PINE · LARCH

are manufactured to high standards of seasoning, grading, measurement

TODAY'S WESTERN PINE TREE FARMING GUARANTEES LUMBER TOMORROW

SEE IT FIRST... AT BANCROFT'S

MAKE DARK FURNITURE LIGHT . . . WITHOUT REMOVING OLD FINISH!

NO SANDING! NO SCRAPING! NO REMOVING!

Put old-fashioned dark walnut and mahogany furniture in step with latest decorator fashions. No experience needed to transform antiquated pieces into richly grained Swedish Maple, Limed Oak or any other modern light finish. Just brush on miraculous Plastic Finish—stroke with pad of cheese cloth—and let dry. Rescues all those worn out chairs, bookcases and beds you never thought would look new again. Specify Maple, Bleached Mahogany, Limed Oak, Fruitwood or Antique White.



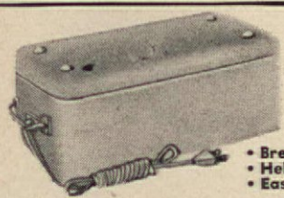
Assortment 1—For 4 chairs or dresser. **$3.00**
BB 2536-D .....
Assortment 2—For 5-piece dinette set. **$6.00**
BB 2537-D .....





INSPIRATIONAL GIFT COMMANDMENTS BRACELET

The ten commandments engraved on individual gold plated discs adorn sturdy link-styled bracelet. A beautiful accessory for any age. Children wear it proudly to Sunday School . . . adults cherish it for the thoughts and words it inspires. **$1.00**
BB 120-J .....



Now You Can Slenderize At Home!
PORTABLE CUSHION VIBRATOR
Only $29.95 Complete

- Breaks Down Fat
- Helps Circulation
- Eases Aches, Pains



Feel Like A Million!

New Cushion Vibrator tones up your entire body and helps you slenderize—with no disrobing necessary! Lightweight and portable, you can use it on any part of the body to streamline waist, hips, thighs, arms, legs. Gently vibrates to help break up fat, stimulate circulation, and make you feel "good all over." Gives the effect of mild exercise without exertion. Actually helps get rid of tension and tiredness as it soothes frayed nerves. Enjoy advantages of expensive reducing salons or Swedish massages at a fraction of the cost. Sturdy vibrating mechanism with padded plastic covering. 5" x 3" x 11" long. **$29.95**
BB 140-J Vibrator (110 volts, 60 cycles, AC) ....



Bake, Roast On Top Of Stove JUMBO ECONOMY OVEN

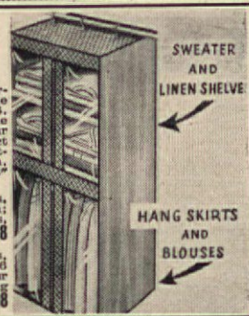
Do all of your cooking on one burner! You won't even light your oven. No stoves to scour or hot kitchens. Bake, roast or cook almost anything you'd put into your regular oven. Metal oven includes lid, pan, grill, base. **$1.49**
BB 9061 Economy Oven ...

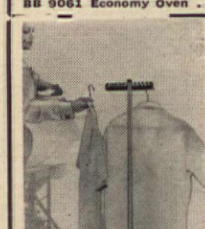
Double Closet Space STORE YOUR SEPARATES

A complete closet! Sturdy storage bag holds 32 items in the same amount of space as 10. Helps to keep your wardrobe neat and free of moths. Clear plastic windows let you select clothes at a glance . . . quilted vinyl trim adds strength, beauty. Both styles are 63" long.

Shelf Separates: 16 skirts, slacks, etc., hang in bottom; 2 shelves in top hold hats, linens, etc. **$4.98**
BB 9009 .....

Hang Separates: 16 blouses, shirts, etc., hang in top. 16 skirts, jackets, slacks and your miscellaneous separates hang in bottom. **$4.98**
BB 9010 .....



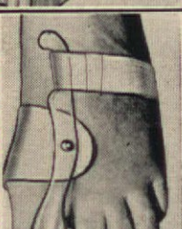


At-Your-Side IRONING CADDY

Here's that "extra pair of hands" that you have always needed and wanted around the house! It sets up in a flash, set it down next to your ironing board and it takes 20 of your freshly ironed garments and hangs them neatly. You can use it for drip-drying or for hanging your clothes up to air out. Stand it in a corner and it acts as a temporary closet; if you have a guest it's a clothes valet. Collapsible, 4 feet high; it fits into any storage area without trouble. Lightweight aluminum for a lifetime of use.
BB 1050-S, Ironing Caddy... **$2.98**

Get Rid Of PAINFUL BUNIONS

For the first time! Now you can get fast relief from the pain of your aching bunions. Hallux Valgus Bandage works as you sleep . . . it gets at the very root of your trouble, quickly and without pain. A firm, gentle lever action of a new elastic, Rohadur, coaxes big toe into normal position that helps bring about relief of pain. Splendid foot aid really helps where it hurts most! When ordering specify shoe size; Man or Woman; left or right foot. Buy pair and get complete relief!
BB 2551-D, Each **$5.00**
BB 2552-D, Pair **$9.00**





NEW GARMENT BAG FOR SHOES!
No Squat! No Stoop! ENDS CLOSET CLUTTER

Imagine a bag with 24 pockets to store all shoes in the space of just one garment . . . all at easy-to-reach hand level. Now you can keep the whole family's shoes dust, scuff and mildew-free in one small space. Precision tailored fabric fits over a rigid frame. Extra heavy gauge stitchless vinyl cleans with a damp cloth. Has full zipper door for easy opening. The 9" x 21" x 34" size fits any closet. In beautiful colors.
BB 9123, Green
BB 9125, Pink
Each Shoe Bag..... **$4.98**

Deluxe 40-Pockets Unit—9" x 21" x 53" Long.
BB 9604, Green,
BB 9605, Pink
DeLuxe Shoe Bag **$7.98**

Housebreak Pets



NO MORE "DOG ACCIDENTS"! Amazing scientific compound housebreaks your pet—automatically! Just pour 2 drops on any newspaper, mat or spot desired . . . attracts Fido like a magnet every time. Protects furniture and rugs. Trains pets to use selected outdoor spots, too.
BB 3739 ..... **$2.00**



STRETCH TO HEALTH . . . and REDUCE! Develop a shapelier figure and regain radiant health—in your spare time at home. Perfected in Hollywood, where health is wealth, rubber Rowing Machine Exerciser makes it pleasant to lose excess pounds. Folds compactly for inconspicuous storage. **$3.95**
BB 3785 .....

REAL AUTOMATIC SEWING MACHINE
Only $4.95
DOES JOBS EVEN $300 ELECTRIC MACHINES CAN'T

- Seams Drapes while hanging
- Hems Dresses right on you
- Sews Upholstery still on form



Unbelievable at this low price! A real automatic sewing machine that almost outperforms the large ones! Hems, stitches, seams, zigzags, bastes—and sews on buttons, too. Repairs any fabric with light hand pressure—even leather—in seconds. No other sewing machine we know of can be lifted and applied right to the article being mended. Uses standard thread and needle. Comes with instructions, leatherette carrying case. BB 119-J, Portable Sewing Machine **$4.95**

HOW TO ORDER: BANCROFT'S, Order by number, stating the quantity desired. Add only 15¢ to each item ordered for postage and handling. Send payment (check, money-order or cash) with order. No C.O.D.'s. Satisfaction Guaranteed.
SEND ALL ORDERS TO:
2170 So. Canalport Ave., Dept. AH-401, Chicago 8, Ill.

THE AMERICAN HOME Market

RED LACQUER TEA CADDY decorated with golden pagodas and flamingos looks as if it was brought from the Orient on an ancient trading ship, but this handsome knife-box-shaped metal container comes from England, where tea is given its rightful importance. Use it to hold your tea supply, or just for decoration. (Takes 1 lb.) $1.95 ppd. The Added Touch, Dept. AH-8, Wynnewood, Pa.



SAFARI AS YOU CAN GO, you won't see anything more graceful than this lovely African antelope hand-carved in Kenya of native Mvuli wood. In spite of its small price, we think this piece is fine enough to make an important and interesting accessory. It is about 8½" high to the tips of the horns. $4.25 ppd. Edith Chapman, Dept. AH, 260 Main St., Nyack, New York.



Colorful Ceramic **BATHROOM DECORATIONS**
$1.95
PLUS 25¢ POSTAGE



Pretty deep sea mermaids with green swishy tails "swimming" gracefully among floating pastel bubbles—delightful deep sea fantasy in the right spot. Order several today. Satisfaction guaranteed or money back.

FREE—Christmas Gift Catalog—write for it
HELEN GALLAGHER
413 K9 Fulton St., Peoria, Illinois



Chanticleer Pin-Up Lamp

For a room that could do with a cozy glow. Handsome black wrought-iron cock has specially treated washable shade with matching Chanticleer design in two color combinations: brown, coral and white; black, red and charcoal. Lamp is 16" high. Available in lefts and rights for use in pairs.
Each .....$5.50 The Pair.....$10.50
Send for FREE Christmas Catalog!
WARD PHILLIPS COMPANY
9 East Main Street
Carpentersville 5, Illinois

FOR PROUD MOTHERS and GRANDMOTHERS



She'll wear her heart on her wrist when she encircles it with a bracelet of our STERLING SILVER or 12k GOLD-FILLED Boy and Girl silhouettes. Each engraved with a child's name and birthdate, they make a treasured heirloom gift. Of excellent weight and quality, they are ¾" wide. More may be added as the family grows. PRINT CLEARLY. Up to 11 letters and spaces per line. Immediate delivery.
Silhouettes, each $1.10 Bracelet, $1.10
Prices include engraving, tax, postage.
WRITE FOR FREE GIFT CATALOG
NANCY NORMAN 422-97K Washington St. Brighton, Mass.

1000 PERSONAL LABELS $1



ANY 3 ORDERS $2 ppd.! Up to 4 lines beautifully printed with name and address on finest quality super-glossy gummed paper. Printed with real type, not typewriter Padded for convenience. Reusable PLASTIC BOX FREE! Real timesavers. Use to personalize everything: Stationery, checks, books, toys, etc. 1000 only $1 ppd. SPECIAL OFFER—*Any 3 different orders $2 ppd.* 1,000,000 satisfied customers! Money back if you don't agree these are the finest labels ever seen.
REGAL LABELS, 99 Regal Bldg., Mar Vista 66, Calif.

SEND FOR FREE CATALOG



New Fall Fashions

REMODEL YOUR OLD FURS
Into a New Cape or Stole. Tax Free. **22.95**
Free Mink Bracelet with remodel
We are celebrating our tenth anniversary of specializing in Lusterizing, Redyeing and Remodeling which includes New Lining, Interlining and Free Monogram. Mail your old fur coat, include dress size and height. Pay postman $22.95 plus postage upon completion. Three week delivery. All work guaranteed.
LLOYD'S FUR STUDIOS, Inc.
276 Trumbull St., Dept. AH-18, Hartford, Conn.

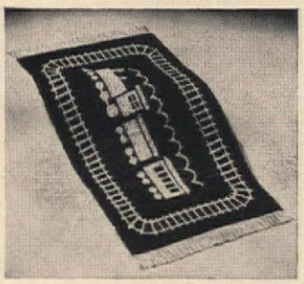
Market Place

Welcome to the Market Place! Merchandise, if not personalized, may be returned within seven days for a full refund. Most of the firms mentioned in the Market Place prefer not to handle C.O.D.'s. Unless otherwise stated, postage is included in price.

HELEN DE MOTTE



HERBAL MIXTURE. A set of six fine white china salad plates are hand-decorated with six different natural looking herbs in beautiful color. You will display them elegantly in your breakfront when they are not serving salad, dessert, or being used as informal luncheon plates. Each 8", set of 6, $10.95. Matching 10½" bowl, $6.95. Jenifer House, Dept. AH, Great Barrington, Mass.



EARLY TRAINING. Whether he has his first train which he pulls by a string or has developed to a fancy layout with miles of tracks, you'll be on the right track to his heart with this gay rug woven of sturdy cotton chenille. Perfect for his room or den, it's brick red and white, and reversible. 36 x 22". $3.95 plus 35¢ shipping. Foster House, Dept. AH, 430 So. Jefferson St., Peoria, Ill.

"M. J. Hummel"



HUMMEL CHRISTMAS CARDS from 16 different original sketches in colors by the famous artist Berta Hummel. The loveliest greetings you will send.

Size 3 ⅛x4 ⅛" in colors.		4x5" in colors w. gold trimming	
40 cards	$2.35	32 cards	$2.35
80 cards	4.35	64 cards	4.35
100 cards	5.00	80 cards	5.00

Packed assorted, with envelopes, postpaid.
ORDER EARLY FROM
Hildegarde Studios
Dept. AH, 597 Farmington Ave., Hartford 5, Conn.



KILL NASTY ODORS! — $1

Freshen indoor air with these unusual D-O-DO SCENT PLANTS. A charming, new decorative way to freshen bathroom, kitchen and smoky living room. Keeps air smelling fresh in your home *all the time!* Delightful fragrance — more attractive than ugly deodorant bottles. Contains Ozanole, new scientific odor-control formula. Set of 3 different 2½" D-O-DO SCENT PLANTS for only $1, postage paid. *Guaranteed to do the job or your money back!* Order direct by mail from **SUNSET HOUSE, 1437 Sunset Building, Hollywood 46, California.**

The Old WHIP SHOP

FOR GIFTS OF DISTINCTION

***Send for Your FREE* GIFT CATALOG**

See interesting, unusual gifts from the far corners of the world: all moderately priced, many unavailable in stores. Your selections are attractively wrapped and shipped promptly, satisfaction guaranteed. Plan now to shop in comfort—at the Old Whip Shop. Write today for your catalog • to 511 Elm St., Westfield, Mass.

DEACON'S BENCH



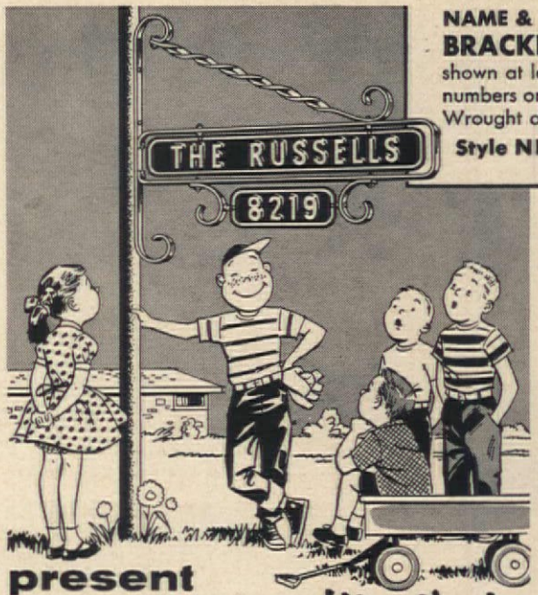
All the charm of Old Colonial Vermont is captured in this quality, custom-built reproduction. Seat is hand-scooped by master craftsmen from sturdy New England Pine. Legs and back are of hardwood. **48½" long, 32" high, seat 15" deep.** Finished in light or dark pine or antique maple, **$39.95.** Delicately trimmed in black and gold with hand stenciling, **$44.95.** Also available unfinished, **$29.95.** Also available in 60" size at **$34.95** unfinished. Express Collect.
Templeton Craftsmen, Dept. 401, Templeton, Mass.



7 LUCKY GODS-$1

Good fortune symbols of Long Life, Wisdom, Health and Happiness, Prosperity, Farming, Fishing and Beauty. Legendary figurines from the mysterious Orient in fine detail. 1½" tall in antiqued mock ivory. Story of the gods included. Exciting to own and give. All 7 postpaid just $1.

GREENLAND STUDIOS, Dept. A-9
5858 FORBES • PITTSBURGH 17, PA.



NAME & NUMBER BRACKET MARKER
shown at left. 17 letters and numbers on top line, 6 on lower. Wrought aluminum bracket.
Style NB **$4.95** POSTPAID



MAILBOX MARKER fits any mailbox—install in a minute style M **$1.95** POST PAID



FRAMED MAILBOX MARKER attractive wrought aluminum frame style MF **$2.95** POST PAID



DELUXE MAILBOX MARKER graceful wrought aluminum frame and scrolls style EM **$3.45** POST PAID

present your name attractively

GUIDE YOUR FRIENDS— BEAUTIFY YOUR HOME WITH

DAY-n-NIGHT® Markers

PERFECT FOR GIFTS—ANY WORDING YOU WANT*

Your name gleams in permanent reflector letters on your **DAY-n-NIGHT** Marker—shines brightly in headlights, softly in moonlight! It helps your friends find their way—helps the doctor, mailman and delivery men. Its graceful proportions and quiet good taste make your home more attractive.

The letters are treated with the same material that makes highway signs shine in your headlights, and they are permanent because they are embossed in the background plate.

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Letters shine bright at night
Easy to read DAY-n-NIGHT
2-sided; raised letters on both sides
Rustproof — lifetime aluminum throughout
Permanent embossed lettering — raised in solid plates
Baked enamel finish — black background — white reflector letters
Attractive size — nameplates 2½" x 18", number plates 2½" x 7"
Any wording you want, up to 17 letters and numbers on nameplates, up to 6 on number plates. Same on both sides.

COLOR! Background on any marker in your choice of **ANTIQUE COPPER • BARN RED • KELLY GREEN** Baked enamel automobile finish. Same brilliant white reflecting letters as black and white styles. **only $1.00 extra per marker**



TWO-LINE MAILBOX MARKER up to 17 letters and numbers each line style OM **$4.95** POST PAID



NAME & NUMBER MAILBOX MARKER up to 6 letters and numbers top line, 17 on lower style NM **$3.95** POST PAID



LAWN MARKER wrought aluminum stand; up to 17 letters and numbers style L **$2.95** POST PAID



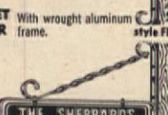
NAME & NUMBER LAWN MARKER up to 6 letters and numbers top line, 17 on lower style NL **$4.95** POST PAID



BRACKET MARKER attractive wrought aluminum bracket for wall, post, etc. style B **$2.95** POST PAID



FRAMED BRACKET MARKER With wrought aluminum frame. style FB **$3.95** POST PAID

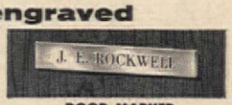


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permanent, distinctive beauty for your name

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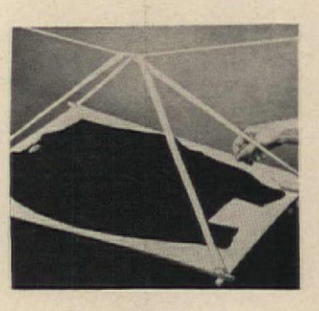
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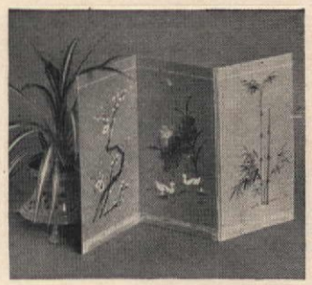
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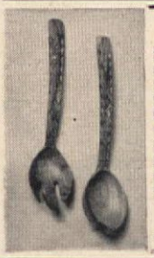


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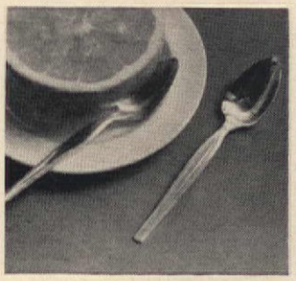
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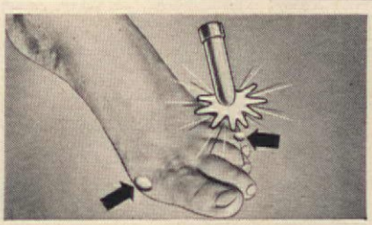
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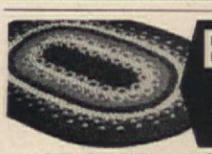
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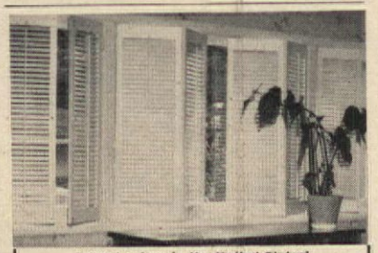
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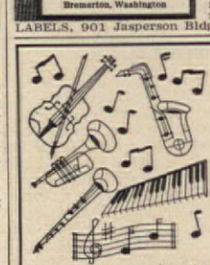


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$55

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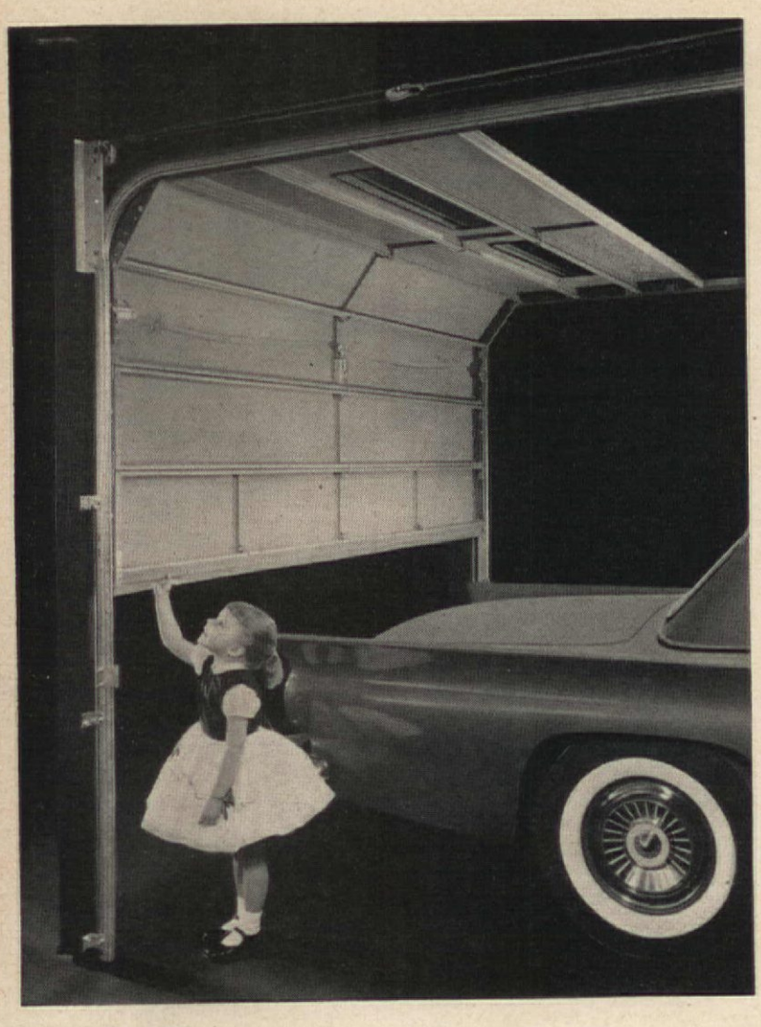


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Enjoy the convenience and beauty of this Berry Door. It's perfect for modernization . . . the wise choice for any new garage. See your lumber or building supply dealer or write direct. Ask, too, about the low-priced Berry automatic garage door operator. *Steel Door Corporation, 2400 E. Lincoln Road, Birmingham, Michigan*—the world's largest manufacturer of steel garage doors.

Inexpensive Custrim molding (left) mounts easily on the Berry Sectional. Style it yourself to custom design.

Berry
STEEL DOORS

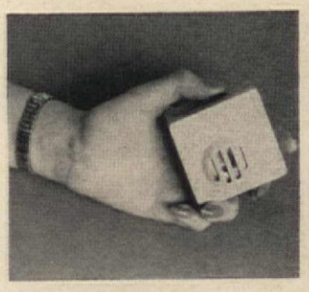
KING-SIZE Salt and Pepper Mill set follows the trend that everything bigger is better. These are 8½" tall, of beautifully turned and polished wood in a fruitwood finish. You'll love them as much for the breakfast table as for your red-checked-tablecloth type of entertaining, or snacks for the gang after bowling. $3.98 the set. Robin House, Dept. AH, 330 E. 72 St., N.Y. 21, N.Y.



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PROTECTION RACKET. This little handful shrieks like a banshee at a touch of the button. If you ever come home alone after a movie or baby sitting, get one. It can't be turned off without knowing how, and even criminals with nerves of steel will take to their heels when they hear its howl. Penlite batteries not included. $4.95. Merlite Ind., Dept. LP, 114 E. 32 St., NYC 16.



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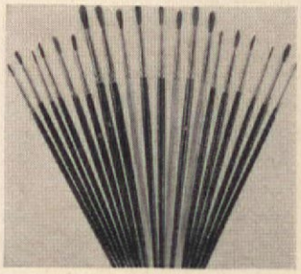
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STACK YOUR PACKS of cigarettes and matches in a handy dispenser of pine-finished wood. 12" high, it takes a full carton of either regular or king-size on one side, two dozen match books on the other. You help yourself from the bottom. A loving wife will spot one in her man's den or workshop, another in the rumpus room. $1.95. Breck's, 356 Breck Bldg., Boston 10, Mass.



DOGGY TOWELS plus a red rubber crackle bone to gnaw on will make even the most jaded pup-who-has-everything eager to give you a muddy paw to wipe off after a walk in the rain. Two 18x11½" terry towels are printed in red or black (specify) with fire hydrants, dog tags, and prize ribbon designs. Set, $1.98. Merchandise Mailing Service, Inc., P.O. Box 184, Hempstead, New York.



TWENTY FOR ONE DOLLAR. Small camel hair brushes have more uses than you can shake a stick at. Use one to letter the date on your photograph album, others for Christmas craft work, putting a touch of glue on a broken earring, cleaning lenses, typewriters, guns, precision instruments. Assortment of 20 in varying sizes, $1. Terry Elliot Co., Dept. MP-210, 135 E. 44 St., N.Y.C. 17.



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Paint washes right off when you're wearing "invisible gloves" of Du Pont PRO-TEK hand cream. Just smooth it on before painting . . . then rinse it off, along with the stains. Leaves hands wonderfully clean. Use Du Pont PRO-TEK before any dirty job in house, garden or garage. At drug, hardware, paint and auto-supply stores



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THIS FALL
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La Province de Québec

When the hillsides flame with autumn color—when the days are still bright, the nights long and cool—that's a good time to vacation in French-Canada. You will be welcomed with old-time hospitality in comfortable modern inns and hotels

To help plan your trip to French-Canada and for information, write: Provincial Publicity Bureau, Parliament Buildings, Québec City, Canada: or 48 Rockefeller Center, New York 20, N.Y.

LA PROVINCE DE
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A survey shows 3 out of 4 doctors recommend the famous ingredients of Anacin to relieve pain. Here's why Anacin® gives better *total* effect in pain relief than aspirin or any buffered aspirin:

- **ACTS INSTANTLY:** Anacin goes to work instantly. Brings fast relief to *source* of your pain.
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- **LESSENS TENSION:** Anacin also reduces nervous tension, leaves you relaxed, feeling fine after pain goes. Buy Anacin *today!*



How we retired in 15 years with $300 a month

"Here we are, living in Southern California. We've a little house just a few minutes' walk from the beach, with flowers and sunshine all year. For, you see, I've retired. We're getting a check for $300 a month that will keep us financially independent as long as we live.

"But if it *weren't* for that $300, we'd still be living in Forest Hills, and I'd still be plugging away at the same old job. Strangely, it's all thanks to something that happened, quite accidentally, in 1941. It was August 17. I remember the date because it was my fortieth birthday.

"To celebrate, Peg and I were going out to the movies. While she went upstairs to dress, I picked up a magazine and leafed through it idly. Then somehow my eyes rested on an ad. It said, 'You don't have to be rich to retire.' Probably the reason I read it through was that just that evening Peg and I had been saying how hard it was for us to put anything aside for our future.

"Well, we'd certainly never be rich. We spent money as fast as it came in. And here I was forty already. Over half my working years were gone. Someday I might not be able to go on working so hard. What would happen then?

"Now this ad sounded as if it might have the answer. It told of a way that a man of 40—with no big bank account, but just fifteen or twenty good earning years ahead—could get an income of $300 a month guaranteed for life. It was called the Phoenix Mutual Retirement Income Plan.

"The ad offered more information. *No harm in looking into it*, I said. When Peg came down, I was tearing a corner off the page. First coupon in my life I ever clipped. I mailed it on our way to the movies.

"Fifteen years slide by mighty fast. Hard times came with the war. I couldn't foresee them. But my Phoenix Mutual Plan was one thing I never had to worry about! 1956 came . . . I got my first Phoenix Mutual check—and *retired*. We sold the house and drove West. We're living a new kind of life. Best of all, we've security a rich family might envy. Our $300 a month will keep coming as long as we live."

Send for Free Booklet

This story is typical. Assuming you start at a young enough age, you can plan to have an income of $10 to $300 a month or more—beginning at age 55, 60, 65 or older. Send the coupon and receive, by mail and without charge, a booklet which tells about Phoenix Mutual Plans. Similar plans are available for women—and for Employee Pension Programs. Don't put it off. Send for your copy now.

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PHOENIX MUTUAL

Retirement Income Plan

GUARANTEES YOUR FUTURE

OVER 100 YEARS OF LIFE INSURANCE PROTECTION FOR BUSINESS AND FAMILIES

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Please mail me, without obligation, your free 28-page booklet showing new retirement income plans.

Plan for Men ☐ Plan for Women ☐

Name_____

Date of Birth_____

Business Address_____

Home Address_____



See "Where Credit Is Due," page 122

"I had

BETTY BAUM *as told to* **GERTRUDE BROOKS DIXSON**

"That's exactly the situation I was in that day last September when I found a letter from American HOME editors in my mail box. In it, they said they would like to call on me to see whether, through an exchange of ideas, they might find ways of being helpful to their readers. Well, here was one reader who could use some ideas on furnishing two-rooms-in-one with the $3,000 Fred and I had set up as our budget, so I asked them please to come see us.

"Fred and I had taken a long time to decide to remodel our house. Like so many other people here in Levittown, we had thought of moving to a larger place—especially so when more than one real estate agent approached us with offers substantially higher than the original cost of the house. But when we started 'looking,' we found that costs on larger houses had soared slightly, too. We also found that there were many advantages to our kind of community living which we hadn't fully appreciated: the swimming pool within walking distance, the many activities held in the community club house, the relatively small amount of traffic, the convenience of modern schools —again within walking distance. Diane, our fifteen-year-old daughter, is in high school, and this would be a bad time for her to make a change. Our twelve-year-old Steven wasn't at all anxious to leave his friends or his school. Fred, bless him, had worked so hard finishing off the upstairs into attractive and personalized rooms for the children—but there still wasn't room for everything going on.

"I agreed with the family that we should stay right here—but I was adamant about two things. I wanted space. We'd convert the living room into a dining room and add a living room to it. We'd continue the line of the new living room wall on out behind the master bedroom and make a den. In it we'd use all the present living-room furniture. That brought up my second 'must'—no make-do decorating. I wanted it completely done so we could all live enjoyably in that wonderful-sounding new space. That's when Fred and I decided I could have $2,500 to $3,000 to do a bang-up job. That's when I began to find out it's hard to spend $3,000 wisely!

"I had some pretty definite ideas of what I wanted, all right. We see a lot of my family, and I have a large family! As a matter of fact, at a small 'gathering of the clan' we have twenty or thirty here. At small dinners, which take place two or three times a week and must be worked around choir practice, bowling, Diane's teen-age social and school activities, and Steven's Boy Scout meetings, there are usually eight or twelve. To me, a good-sized dining table and a commodious china cabinet for linen and dishes right near it spelled 'heaven.' In the living-room area, there must be room enough and furnishings enough to accommodate eight to twelve comfortably. I said we were a large family and I was being literal. Sofa and chairs must be good-sized but not bulky. I wanted all this, plus a dramatic color scheme—and I didn't want that new space all 'cluttered up'!

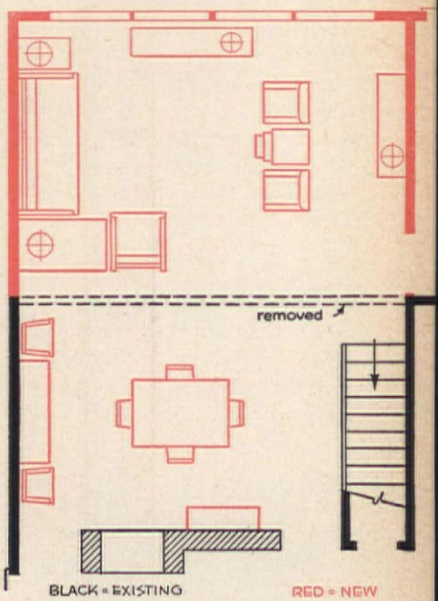
"I told all this to the American HOME editors when they came to see us just as we started to remodel and, glory be, they decided to work with me on the project, to go with me on my shopping tours and work this whole thing out. With their help, I think we've made every penny of that $3,000 count!"

$3,000 to spend..."

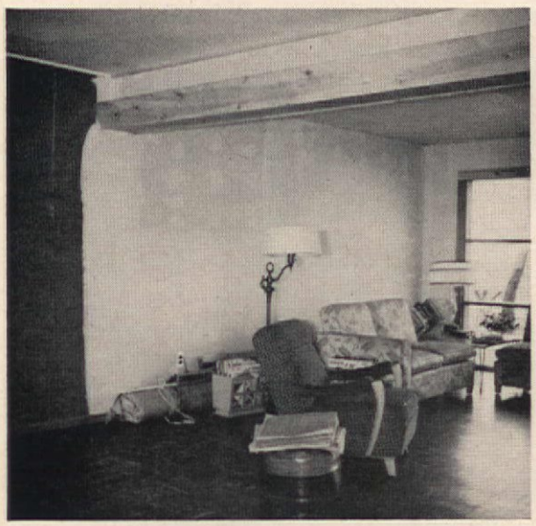
when suddenly I realized I didn't even know how to begin spending it"







"Our living room before we gained extra space"







"After remodeling and before we started decorating"

"NOV. 12: Well, the remodeling's done—and there's the 19 by 25 feet I said I wanted. I thought when you added a room it just got added. But, no—you end up with an army of men invading your house, tearing up your floor, tracking dirt all over. But it's done, and on the 15th we start Project 'Decoration.' Can't be like 'Remodeling'!"

Betty Baum Goes Shopping for a Dream



"NOV. 15: Well, I'm certainly learning things! Bright and early, the gals arrived, and I thought we'd start right out shopping. No! First we had to make a floor plan, then figure out where furniture would go best. They seemed to know the approximate sizes of all the things. Guess I'd have had to go around stores measuring them, if I'd even thought of making a plan first. Then we measured the windows so we'd have an idea of the yardage needed. It's plenty! 36 yards to cover my 19-foot expanse of window. Can those two ask questions, too! What colors do I wear most, like to look at most? Do Fred and the children like the same colors? What do we do in the evenings? Where do the children study? Where does Fred sit when he reads? Where do the children entertain their friends—where do we entertain ours? How many at a time and how often? Seems a very funny way to do a decorating job.



NOV. 16: The gals brought out a few fabric samples to get my 'color reaction.' They were kind of pretty, but not what I want. I yearn for something more dramatic. I DO want soft green wall-to-wall carpeting, here and up the stairs. Mrs. D. and Jeanne keep telling me how much I'd save if I'd just use a rug cut to within 6 or 8 inches of the wall, but I want the whole room done. For one thing, I don't want to clean around the edges of a rug. With those fabric samples in hand, we went to five places here on the Island, saw umpteen kinds of green and as many weaves and designs. My head's whirling, and my feet hurt!

"We really started at the bottom and worked our way up"



NOV. 20: We did it! Bought my green carpet. It's beautiful! It's taking a lot of my budget ($889.60 including underlay and installation). But the gals are happy with the quality and color. It's a soft, soft blue-green which looks well with the deep blues, other greens and white that I'm pretty sure will be the color scheme. The walls and stairway will be painted a lighter value, we decided. The painters start day after tomorrow. We're really on our way!

NOV. 26: I pity those poor gals—and I'm a little sorry for me! When I see something I like, it turns out to be too expensive. I need lots of material, and the labor charges to make draw draperies or curtains for windows this size are really something. We've checked on Venetian blinds (which I want) and all kinds of woven blinds, too. They're so attractive but won't give us the privacy I want. We've looked at furniture too, and I think I like what they call 'contemporary,' particularly in a lovely warm wood shade.

"I'll never forget the day we found the right drapery fabric"



DEC. 12: I really was pretty discouraged when we started out today. I've changed my mind so many times about the window treatment. All along, I've liked the sheer fabrics best. Somehow the colors seemed more interesting. And they'd look fine over a Venetian blind, too. But then it turned cold and I realized that what we need over that big window is a heavy lined drapery. How could we get that out of the budget? Mrs. D. said we'd work it out somehow—and today we hit the jackpot! In McCutcheon's we found ready-made draperies that come in single, double and triple widths. They combine all the colors I like and I can cover the whole window with a pair of double and a pair of triple widths. The whole thing has really worked out marvelously well. These satisfy every requirement—in color, fabric and, of course, the price is something wonderful. Just $129.90.



DEC. 14: Of course, we'd been looking at furniture while searching for draperies, but now we're concentrating. Today we saw some wonderful chairs and a sofa with slat backs (a type of design I've known I wanted, but hard to find in good-sized pieces). The chair is big enough for Fred to sit in and SO comfortable, but it doesn't look big. Also decided—when they insisted that I look carefully at that floor plan again—that a sofa would be better than a love seat on the long wall. We're getting them done in white upholstery, too! Ordinarily I'd never think of white, with a dog as well as children in the family, but the upholstery is Naugahyde that will wipe clean—what a help that will be on the cleaning bill! I'm thrilled. The cost was $593 for three pieces. Oh, that budget!



JAN. 2: What a way to begin the New Year! Just couldn't do anything during the holidays, but we're off again. Were we lucky! Found two very smart small-scaled lounge chairs for $55 each. They're in plain aqua fabric that will look all right in the room but doesn't have much zing. We're going to slip-upholster

PLEASE TURN THE PAGE



Carpet's a great help to a young man going places

And to his mother.

Because, along with their rich, colorful beauty, carpets and rugs have practical advantages no parent should overlook.

Take comfort... and safety. Carpets and rugs not only provide a soft, yielding surface for baby knees, they give safer, surer non-slip footing to the whole family.

Then there's the matter of drafty floors. In most rooms, temperatures vary from warm at the ceiling to cool at the floor. Carpet helps even out the difference between floor and ceiling temperatures... helps cut down the drafts that make ankles uncomfortable and small children catch colds.

And, of course, carpeted homes are quieter homes... easier on the ears and the nerves.

For all this, carpet requires very little in time, care or money. Just once around with your vacuum for routine cleaning. No scrubbing, rinsing, waxing or polishing.

And with your store's budget plan you can put room-size rugs in two rooms for about the same monthly payment you'd make on a new TV set. Wall-to-wall carpet is slightly more. So why wait when you can have so much for so little? See the lovely new colors, styles and textures at your store today.

For your protection, be sure that the rug or carpet you buy is backed by the knowledge, the facilities and the integrity of an American manufacturer. Look for the label of:



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The lady who's got a way with dogs—gives them new **Gaines Biscuits** every time!

And no wonder! These new Gaines Biscuits have the variety dogs love—plus the nourishment dogs need...all in one box!



6 tasty flavors!
6 happy colors!
6 playful shapes!

A Product of General Foods

P.S. Gaines DOG MENU *For regular feeding, watch your dog thrive on new* **Gaines Dog Menu**

$3,000 to Spend (continued)

them in a striped material that coordinates all the colors of the drapery. (Don't I begin to sound like a decorator, though?) The covers will be $23 each, and I love the idea of being able to take them off for cleaning. Also bought a cocktail table which is going to be the bench in front of the window—just like we have had it indicated all along on that plan! And it was on sale, too, for $39.50. We had the most wonderful salesman—the same one who helped us with the sofa and chairs. On the way out, we bought two wonderful vases that have the exact blues and greens of the drapery. Only $13.50 for my first accessories. I'm beginning to have hopes for the budget. Those two have eagle eyes that seem to spot just-right things I'd probably never notice.



It takes more—but good footwork is a help to decorating

JAN. 6: Mrs. D. insisted that I go look again at the two dining-room groups I've liked and make up my mind. Says it's their job to expose me to things, mine to make decisions. So I've decided on the one at Altman's. The room divider is going on the short wall in the living room right now, but, as they pointed out, can be used to divide living and dining sections of my room when I want to switch things around. The table will extend to seat twelve. We got them to exchange the top of the china cabinet for one with glass doors, big enough for all my china. There's a wonderful drop-leaf server on wheels and, of course, the chairs. At 10% off (bless sales!) all this came to just $810.90.



JAN. 17: Lamps! And tables! Seems you mustn't think of one without the other. A lamp mustn't be too tall, too short, too ornate, too stark—I'll bet we've looked at a hundred. We settled on one nest of tables (I'll have two good-sized tables to use in front of the sofa when needed) and one tier-type end table. $154.95 for the two. Then we found a wonderful lamp for the room divider for $21.50 and two big brass lamps for $50. each for the tier table and whatever goes at the other end of the sofa. That's the table I'm dying to see. We haven't been able to find one the gals think is just right, so they're having one made for us in the American HOME workshop. Now, all we have to do is the accessories—and we'll be through. Wonder how their feet feel?



JAN. 24: I just don't know! We've looked and we've looked and finally I've bought the things. I fell in love with a pair of ducks; Mrs. D. insisted that I buy a COW—a reclining white cow!

PLEASE TURN THE PAGE



Blue-sky softness in the shimmering satin and double chiffon of this lovely negligee especially designed for Scott. Blue-sky softness in the double luxury of matching Soft-Weve, Scott's superb "facial quality" bath tissue. Five delicate 2-ply Soft-Weve colors for your bath or powder room.

Probably the most noticed luxury in your home...

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As it has been for over 100 years, "Styled by Sanford" is a sure guide to the freshest, most exciting designs in contemporary carpeting. Sanford always brings you the latest in fashion.



Sparkling new background for the latest in home furnishings—SYNCOPATION

As bright and sophisticated a carpet as the music that inspired it.

Its advanced styling is sure to draw more envious "ahs" than any new carpet this year. And its all-wool, 3-level texture Wilton weave will earn many a satisfied "ah" for its wearability, too!

Shown is rippling new Rhythm Green. Also in Melody Grey, Harmony Beige, High Society Spice, Jazz-Note Nutria and Tempo Green. Syncopation is sure to set your pulses pounding . . . don't miss seeing it.

Look for this sign—your guarantee of quality carpet

SANFORD Carpets

Sanford

CARPETS

295 Fifth Avenue, New York City

$3,000 to Spend (continued)



There's more white in a big tray which she says will look well hung on the dining room wall. Black masks are to go on the white fireplace wall; more white in cigarette box and a round Japanese lamp to go on the bench in the window. There are a few other things too. Seems we really got an awful lot for $230.95—but I just don't know how they're all going to look put together. I know Mrs. D. has insisted from the beginning that we hang on to some money for accessories. She's having the frames on the two portraits of the children painted a deep blue-green and they're to go over the sofa. Today, the sofa and the chair came and they do look strange sitting here all by themselves. Everything else is on the way, so all I can do is relax and wait for it to get here.

The acid test comes when all those things you've bought finally get all put together



FEB. 7: Today, Diane and I got all the accessories placed just as they were planned. When Fred came in, he just stood and looked at the room. 'You know,' he said, 'when things were coming in here one at a time, I wondered if you girls knew what you were doing. Now that I see it all together, I have to admit you sure did!' "

To See Complete Room, Please Turn The Page

Made for each other...

... to help you have a room like this! Dainty sprays of dogwood and violets bloom gaily on Imperial's charming wallpaper and exquisite matching sheets and blankets by Lady Pepperell. How beautifully they complement the warm brown nutmeg finish of Baumritter's Ethan Allen furniture. A warm and gracious setting for your home.

WALLPAPER PATTERN ILLUSTRATED IS NO. 877041



IMPERIAL *Washable* **WALLPAPERS** ®

See how Imperial's small flower design helps make this room lovely. Decorating's easy when there's pattern as well as texture and color to choose from. But be sure you choose Imperial. Colors are "plastic-bonded"... guaranteed washable for three years. For full color decorating booklet, "How to Pamper Your Home with Wallpaper," send 10¢ to Imperial Paper and Color Corp., Dept. A-8, Glens Falls, N. Y.

Ethan Allen *Baumritter*

It's easy to capture Early American charm with Ethan Allen by Baumritter. Open stock —you can make your starter purchase now, fill-in later. Coordinated for bedroom, living and dining rooms. Hand-rubbed nutmeg finish on rock maple and birch. Modestly priced, too. For colorful guide, "Comfortably at Home with Ethan Allen," send 25¢ to Baumritter Corp., Dept. AH-97, 171 Madison Ave., New York 16. For modern, send 25¢ for Birchcraft book.

PEPPERELL **FABRICS** ®

The sheets and blankets by Lady Pepperell, of course! Why? Only Pepperell brings you such a wide variety of prints and patterns in its most exciting designer collection ever! Like the enchanting Wildwood floral illustrated with its sprigs strewn deliciously at random. But, whatever your choice, remember each and every sheet and blanket have one thing in common—the world-famed Pepperell quality!

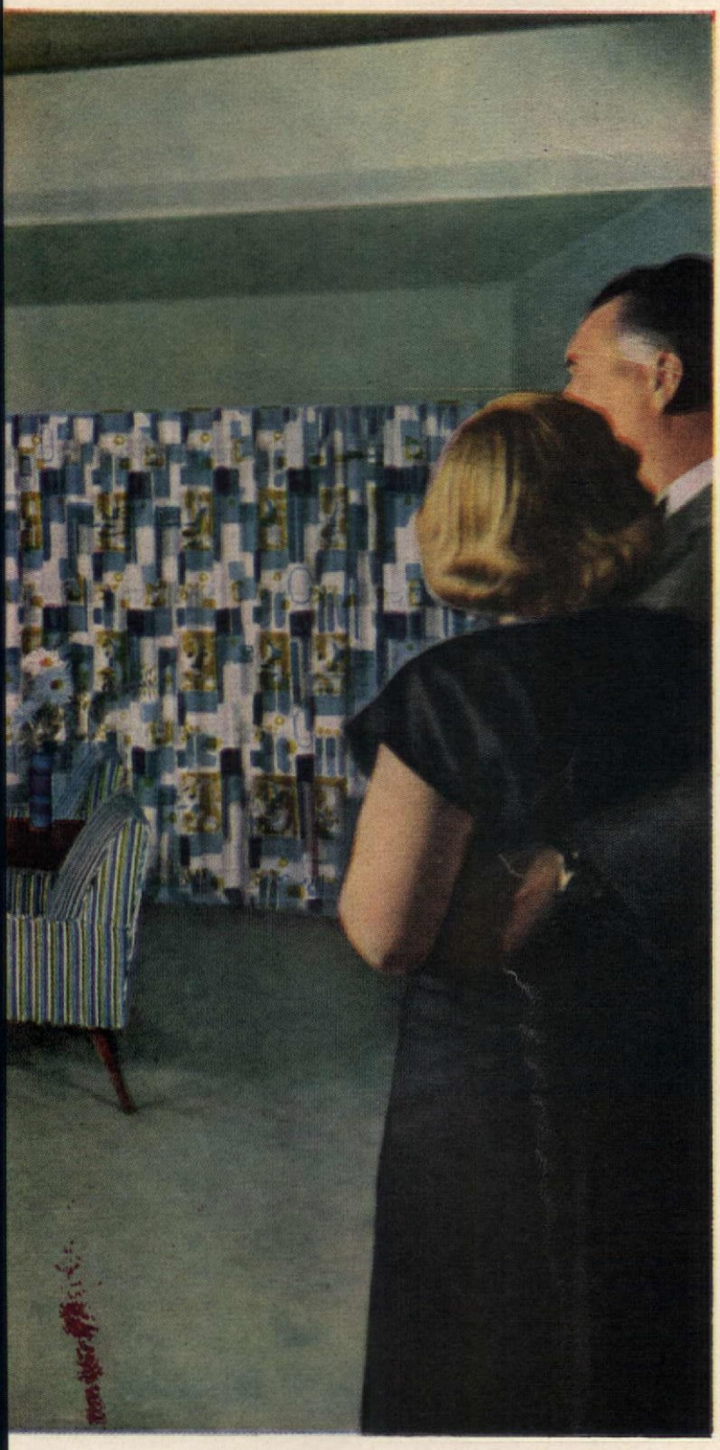


It took just a little over four months to shop for and get under the Baum roof all the things that make up this room. The Baums, like every other family involved in a major decorating project, sometimes wished they'd never started. There seemed to be so much to do. But now the Baums are quite convinced that it was worth it. And Betty says, "How you could have captured the idea of what I wanted, when I myself had no idea, I'll never know." Remember all those questions we asked, Betty? Your answers gave us a lot to work on. We soon knew your personal taste and interests, and those of your family. We think you all like this room because it contains so much of you.

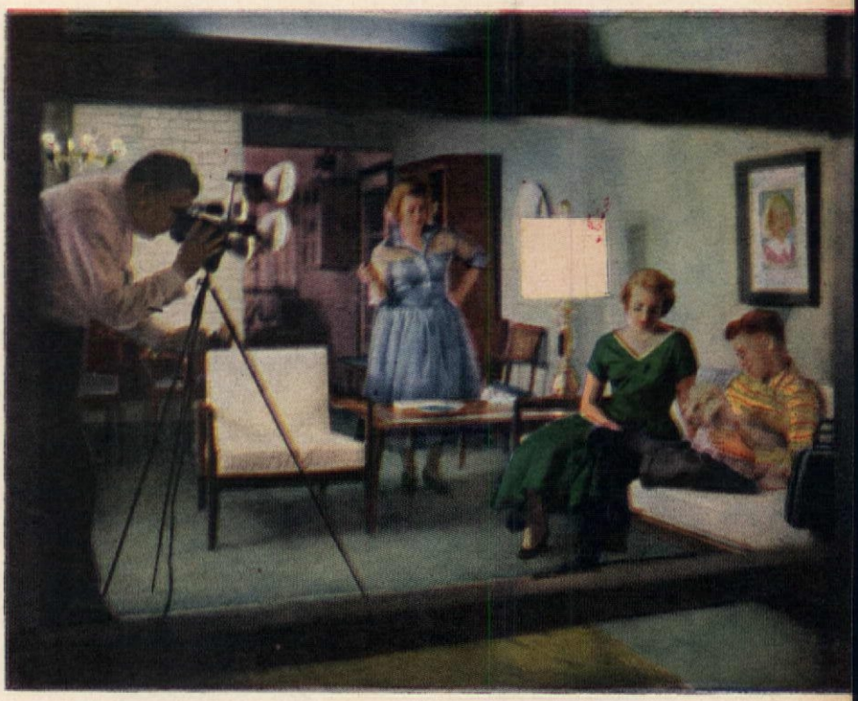
"What a table! The top is big enough so persons sitting nearby use it, high enough for a lamp"

HOW TO MAKE THIS TABLE PAGE 102

"It's everything I've wanted...



Each day, as I look around, I love and appreciate each item in my home a little more. I get pleasure just standing in the doorway, admiring the room."



"Fred just couldn't wait to get some home movies in our new room. I don't really approve of Jeannette (that silly poodle) being on the furniture, but I don't have to worry about that white vinyl plastic upholstery. How the children have grown since those portraits were done! We'll take them right there each year. Incidentally, Diane, Steven and Jeannette love this room, too."



The dining end of this room is just as attractive and functional. See how it works when the Baums serve Family Food →

Formal dining with the Baum family . . . informal dining with company



Family Food

"I've found buffets are the easiest way of entertaining a crowd," Mrs. Baum confided to your American HOME editors. "Especially when you use the system my neighbors and I have worked out. We usually split the responsibility. Each girl brings one course of a menu that has been carefully planned by the hostess. That way it's easy on everyone and nobody works too hard. The combined results produce an elaborate buffet that none of us would probably want to tackle without full-time help. If I can't get someone to serve or clean up, everyone takes their own dishes home and I just stack the plates neatly and quickly, letting the cleaning up go until the next morning.

For these affairs I pack away my beautiful embroidered tablecloths and get out gay cotton mats and napkins that I don't have to worry about. The table is set simply and as far ahead of time as I can manage. Sometimes we have stand-up parties (depending upon the menu). At other times I route out extra card tables where guests can sit after they've filled their plates. If I'm entertaining more than eight people, I fill two dishes with each food. An Italian menu's ideal for buffet suppers. I've never found a guest who didn't like Italian food." CONTINUED ON PAGE 84



MENU

PIZZA PIE ANTIPASTO

SPAGHETTI W/MEAT SAUCE

TOSSED GREEN SALAD

GARLIC BREAD

SPUMONI COFFEE

FOR RECIPES OF THIS DINNER SEE PAGE 86

For details about table appointments See "Where Credit Is Due," page 122



NEW!

Betty Crocker Cake 'n Frosting Mix!

YOU GET BOTH IN ONE PACKAGE!

FAMILY SIZE! Cuts in 9 big servings! FAMILY EASY! Quick to mix, quick to frost! FAMILY GOOD! Betty Crocker's own Cake 'n Frosting Mixes!

TWO FAVORITE COMBINATIONS: White Cake with Fudge Frosting. ↓ Chocolate Devils Food Cake with Fluffy White Frosting. →





Cake enough for 1 extra-big layer . . . plenty of frosting for top and sides! You get both in one package . . . to bake in your own 8″ square pan, or 9″ square pan, or 9″ round pan. Now you can have fresh-baked, fresh-frosted cake any time you want it! Quick! Easy! Economical! And just plain good!

General Mills

"I guarantee a perfect* cake 'n perfect* frosting!"

* PERFECT! Yes, every mix we make for you is guaranteed to come out perfect, or send the box top to Betty Crocker, Box 200, Minneapolis, Minn., and General Mills will send your money back.

Betty Crocker



ANOTHER FINE PRODUCT OF STANDARD BRANDS INC.

This coffee tells you it's fresher

It greets you with a louder *whoosh* and the livelier aroma that forecasts fresher, fuller-flavored coffee in each satisfying cup. Why? Because Chase & Sanborn Coffee is the *only* leading brand that's *pressure* packed. And pressure packing preserves coffee freshness and flavor better than any vacuum can or bag.

Chase & Sanborn Coffees are served by more fine hotels and restaurants throughout America than any other brand.

Chase & Sanborn

Fresher because it's pressure packed

Give yourself a FLAVOR BREAK

INSTANT
CHASE & SANBORN—the full-bodied coffee

YES, THAT'S SHELLEY WINTERS . . . STAR OF STAGE, SCREEN AND TELEVISION



"HOW ABOUT A LITTLE HELP AROUND THE HOUSE?"

MARIE S. WEILLER

One day as I looked at a pile of dirty polo shirts and tousled bedclothes I thought, "That does it! How am I to teach my children to do some of the work around here?" Not that I wasn't strong enough to cope with the general disorder. But what I really wanted, I decided, was a feeling of responsibility, a share in the family group.

Then I began to think about my own attitude about housekeeping. Wasn't I tending to unload the dull jobs on the little ones? Then and there, I began to think of little jobs that would be interesting rather than just dutiful.

I turned down the idea of paying them in cash. That, to my mind, is an admission that you couldn't really expect them to do this nasty chore without remuneration. It's putting a price tag on family relationships.

When I spoke to my husband of the improvements I was trying to win, he backed me up, and since his spirit of good will plus his respect for the job I do gave me a good rating in my family, this was important. Just the same, I knew it was up to me to set the pace. I decided to be shameless in playing up small attentions.

I must admit that at first I kept track of things and expected favor for favor. I was, of course, disappointed. So I'd spend two hours making costumes for the school play, then they'd renege on setting the table! Children rarely perform direct acts of gratitude.

Rather, they're impulsive. Since it's uphill work for me to go against their impulses, I try to coast in their own direction whenever I can. If we're setting out for a picnic and the kids are rarin' to go, they'll be delighted to make their beds; if their whole gang seems to lack an objective for the afternoon, they may fall to with a will and sweep the walk en masse. If I praise them loudly, and overlook the slight imperfections the first time, they may do the same job tomorrow—and do it better.

However, tomorrow the same job may have no appeal at all. If a child helps with something once, I don't make him feel that he's stuck with the job every day forever after. I take the help that

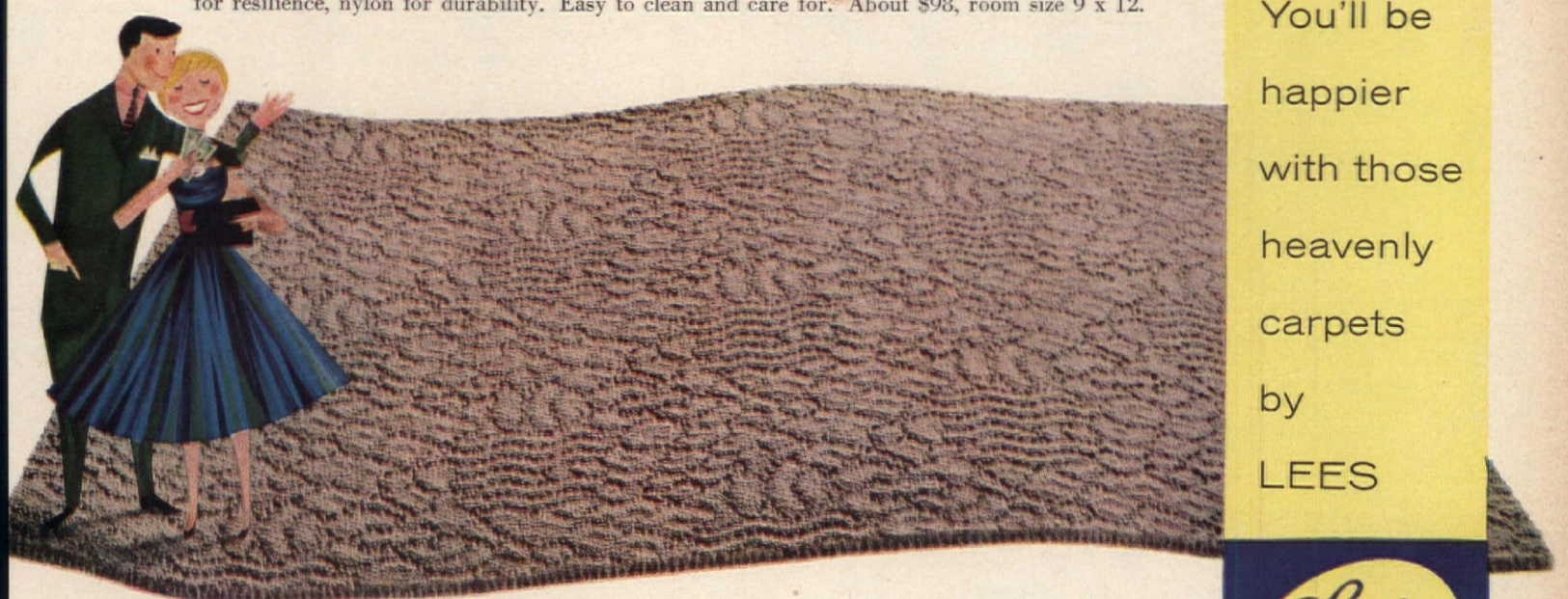
PLEASE TURN THE PAGE



For longer wear Lees uses only selected, imported virgin wools. Take *Ridgemore*, for example. Here's a modern all-wool tweed with 8640 thick, sturdy loops in every square foot! It gives you resilience and durability in an easy-to-care-for carpet. About $140, room size 9 x 12.



For vibrant, lasting color Lees carpet yarn is deep-dyed with special long-lasting dyes. Here's *Jeweltwist*. A low-cost "beautility" blend of selected rayon for clear color, wool for resilience, nylon for durability. Easy to clean and care for. About $98, room size 9 x 12.



You'll be happier with those heavenly carpets by LEES

For the most value. You can own a Lees carpet for as little as 36¢ a day—or $10 a month on the Lees dealer budget plan. Take *Dignity*. In this carpet, high and low all-wool loops are "yarn engineered" and woven to give you long wear, resilience and rich color at moderate cost. It resists crushing and is easy to care for. About $160, room size 9 x 12.

Lees carpets are sold through carefully selected stores at prices ranging from $4.95 to $24.95 per square yard. You can trust your authorized Lees dealer to give you expert advice and arrange time payments to suit you.

Lees
CARPETS

NOW Jell-O Instant Pudding's special magic makes

ICE CREAM PIE

No freezing...keeps firm in your refrigerator!



EASY-AS-PIE ICE CREAM PIE



1. Ice Cream. Blend together lightly in bowl one pint vanilla ice cream and one cup of milk.



2. Jell-O Instant Pudding. Add package Chocolate Instant Pudding. Beat until just mixed . . . one minute.



3. A baked pie shell. Pour at once into 9-inch pie shell. Let stand in refrigerator about one hour.

Jell-O Instant Pudding is the magic that makes this ice cream pie smooth and "cut-able." Keeps up to 24 hours in your refrigerator. And how those Jell-O Instant flavors blend with ice cream!

Try these pairs for a beginning. You'll discover other dream pie combinations yourself!



Jell-O Strawberry Instant Pudding with Strawberry Ice Cream!

Jell-O Lemon Instant Pudding with Pineapple Ice Cream!

Jell-O Vanilla Instant Pudding with Pistachio Ice Cream!

(Continued)

comes willingly; if I meet with a sluggish reluctance, I brush it off as often as I humanly can.

Takes a lot of tolerance, doesn't it? But children need play time, and for three-fourths of the year, they have little enough of it. If you'll stop to check off their natural responsibilities, I think you'll agree that we need not manufacture additional ones. The school-age child must wash and dress himself, slick his hair and be places on time. He must watch his table manners, go to school, practice piano or whatever, and pick up his toys and equipment. In addition to this, he must live up to his friends; be available when they are, do what they do, whether it is socking a baseball or jumping rope backwards.

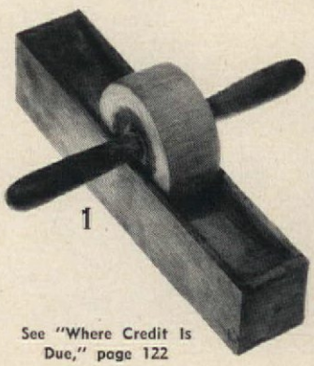
These are a child's first-line duties. Learning this multitude of duties and skills, however playful they seem to us, takes up a good part of each day. Is it quite fair, then, to cut into their playtime with anything so onerous as minding their two-year-old sister every afternoon? How can they play hide-and-seek if they must dart out of their hiding place every time Baby wanders out in the street? That job belongs to Mother.

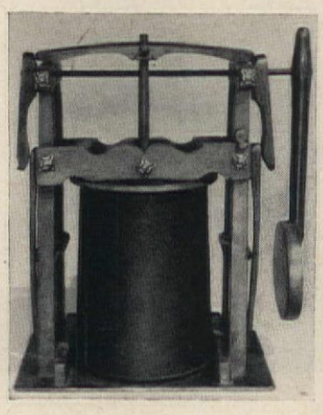
What chores can we reasonably expect of the children? I do feel that these should be in proportion to the amount their mother does. In my own medium-busy household, with the point of view that I am satisfied if they do some of the work some of the time, I have found they take to the following duties:

Bed-making—now and then, especially if their friends help to "surprise" me; dishwashing on a dull day, but milk bottles, coffee pot and vases anytime I ask; polishing the silver; washing their socks (in the bath); baking or any other cooking they are capable of, such as puddings, ice cream, beating eggs; washing the rim off the bathtub while they are still in the water; scouring the washbowl; using the carpet sweeper and mop; making sandwiches for picnics; helping to carry out dishes and trappings for an outdoor meal; flat ironing; hanging up the clothes they take off (with an occasional reminder); setting the table and getting food from the refrigerator (temporarily discontinued because of quarrels over who is to take what); helping to sort their own laundry (they recognize every sock and undershirt) if I am on hand to finish the job of getting the things in the drawers.

Secretly, I suspect that my children could run the house, thumbs down, without coaching. When there is an emergency—I am ill, or late, or have unexpected company—I lean full weight on them without apology. Children in an emergency are something to write sonnets about. They will do anything they have the brawn for, and a few things they haven't. It is only then that I realize what delightful people they are going to be someday. THE END

CAN YOU IDENTIFY THESE ANTIQUES?

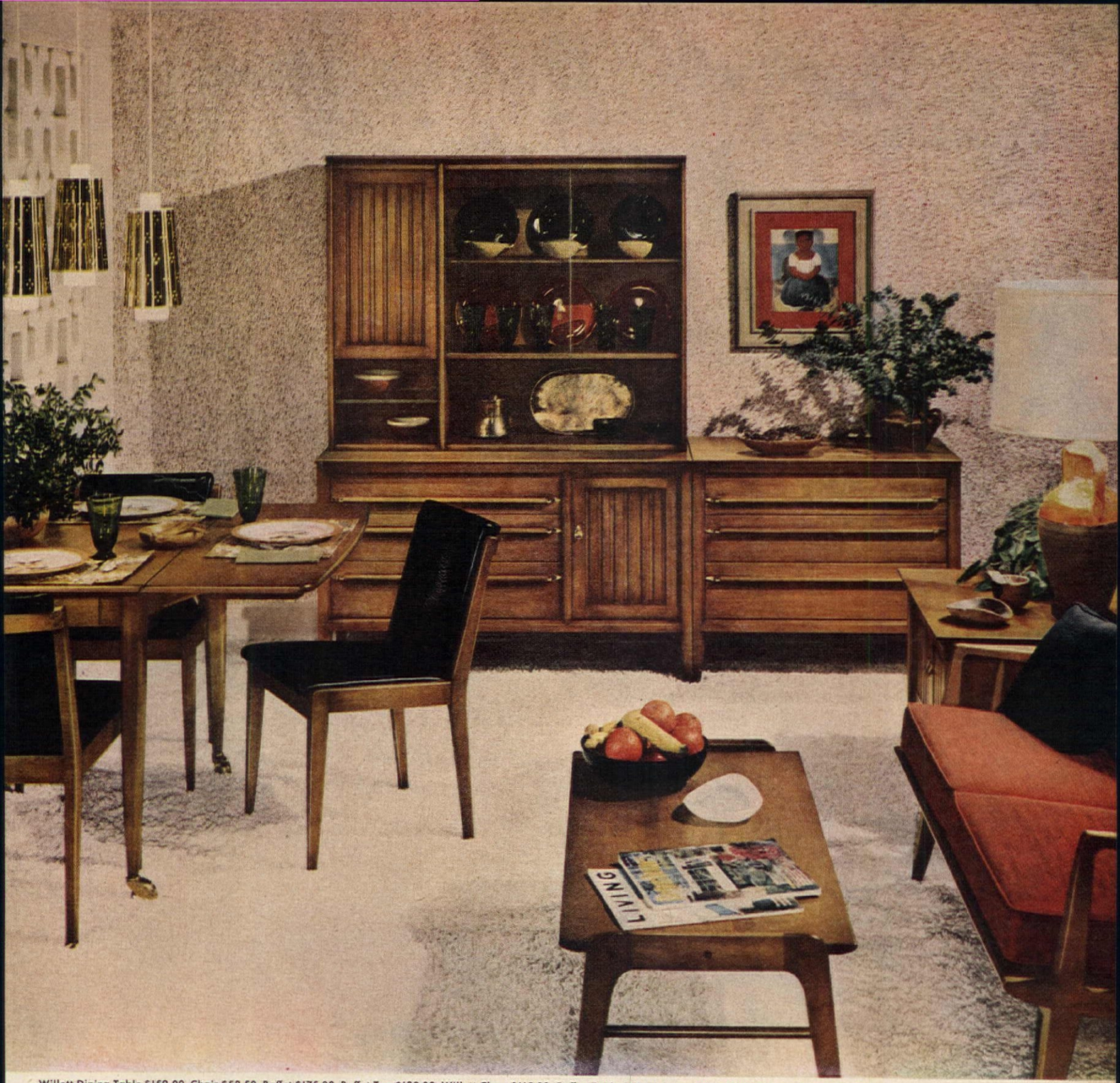




See "Where Credit Is Due," page 122

ANSWERS

1. A wooden spice grinder of the early 19th century was a crude but sure way of preparing a family's favorite seasoning. American.
2. English butter churn of the 18th century. Operated by turning pendulum at side. Weighted pendulum makes it easier to handle.



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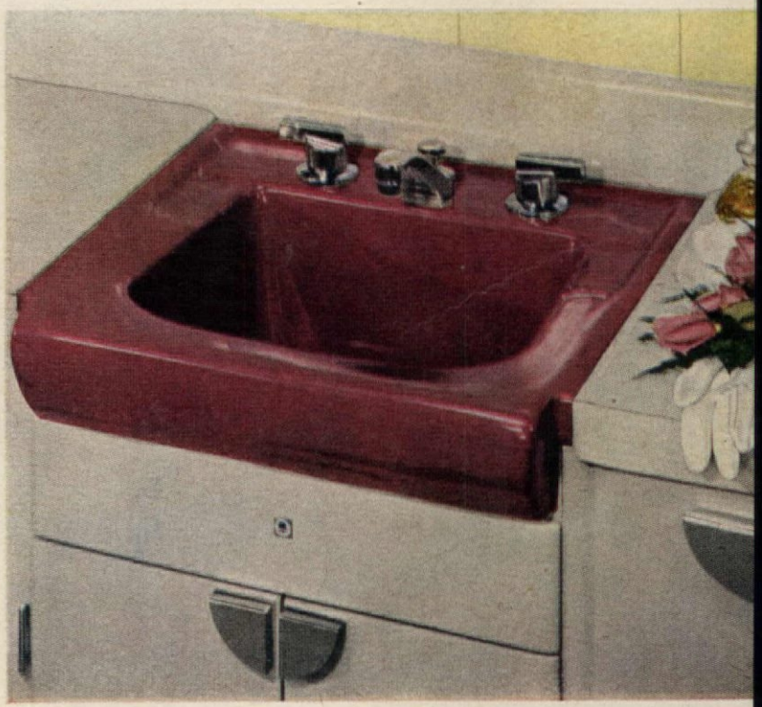
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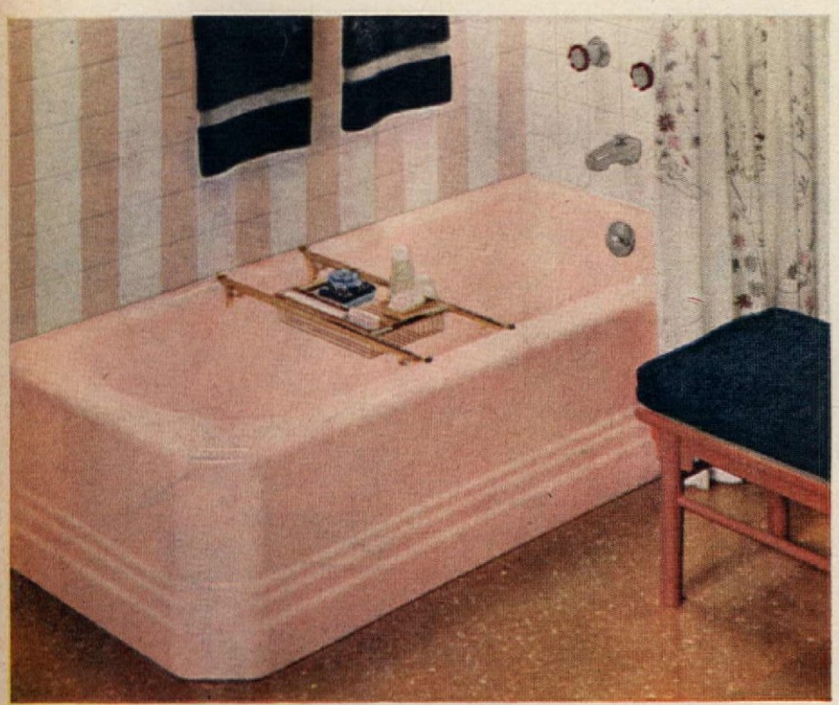
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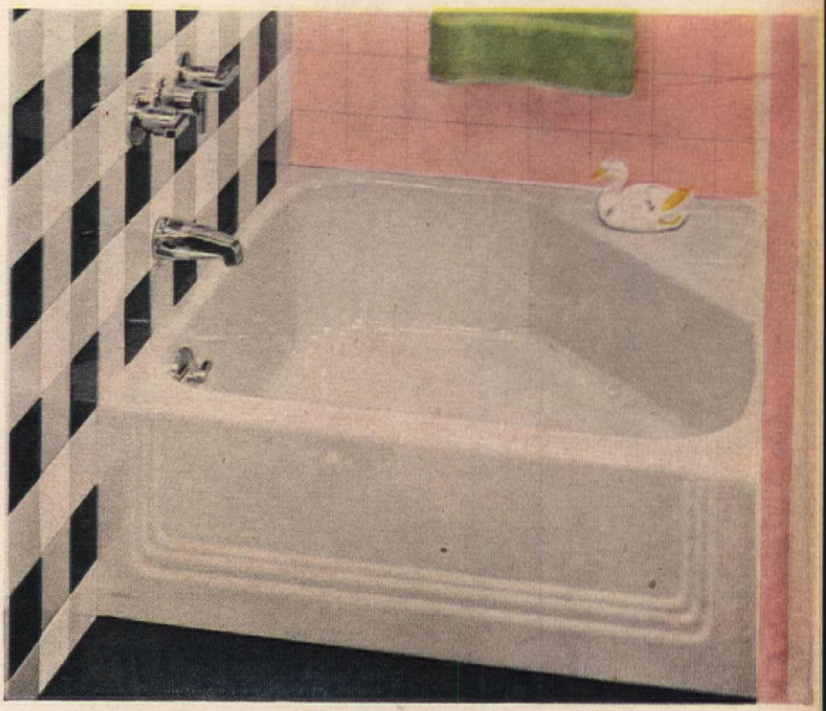
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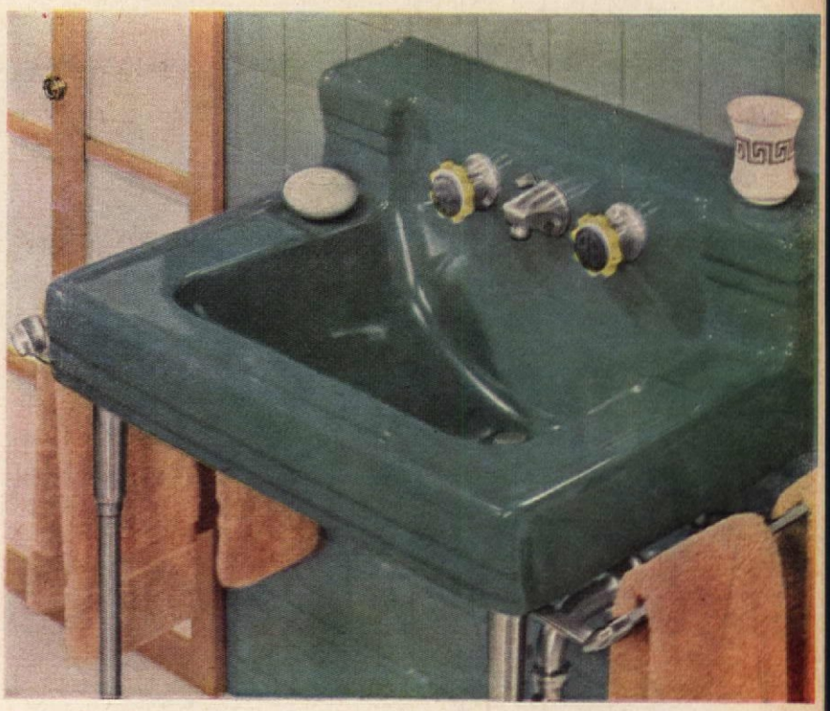
Regency Blue, *shown in a stunning lavatory with wide counters for cosmetics.*



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YOUR FIRST FALL JOB— FIXING UP YOUR LOT?

THEODORE A. WESTON

Are you in a new home and starting from scratch? Or is it an old place that badly needs re-doing? Either way, it's an important job, and right now is a good time to get started.

The first principle of good gardening is: *plan before you plant*. So, even if you don't intend to do any work this fall, you'll be smart to spend some time thinking about what and where you're going to plant when spring comes.

Here's how you can tackle the job: (1) handle the whole project yourself; (2) have a landscape nurseryman draft a plan and supply the plants, and either he or you can put them in; (3) have a landscape architect work out a scheme and specify the plants, then buy and plant them yourself; or (4) engage a landscape architect to prepare a plan, contract for the plants and supervise the planting. It all depends on how much you want to do yourself.

If you're a do-it-all-yourself man, it'll pay you to study a couple of nursery catalogs and an elementary book on landscaping. Buy a good-size scratch pad at your stationer's and adopt a scale of, say, ⅛ inch to represent 1 foot; or 1 inch to represent 10 feet. Then start sketching, and keep sketching and re-sketching until you've got the best possible plan for the section of your lot that you intend to plant. You'll want it to last, so it'll be worth the effort!

Whatever you do, *don't* start buying plants and sticking them here and there without rhyme or reason. If you do, you'll *never* get the effect you want. The pictures on pages 58-59 may help you get started.

The "spadework" you can do this fall depends on where you live. In the mildest areas—the whole southern section and along the West Coast, you can put in trees and shrubs either during fall or in the spring. In moderately cold states, like Pennsylvania, Illinois, Ohio, you can plant many things in either fall or spring, but some only in spring. In the coldest areas, like the northern Plains States.

CONTINUED ON PAGE 121



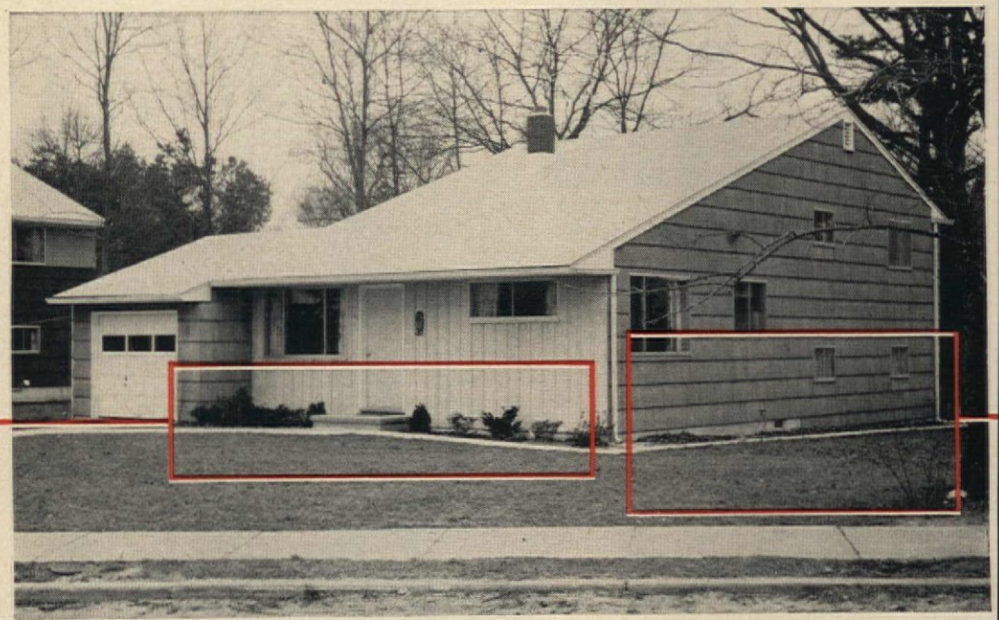
Planting your lot is like decorating your rooms . . . so give it thought . . . plan before you plant!

First things first . . . and the front of a house makes the "first impressions"

Take stock of what you've got and try to visualize what you want. If the foundation planting is adequate, will the house look better if there's a supplementary planting? An irregular bed of small and medium-size shrubs, perhaps, somewhere near the walk?

If the foundation's unplanted, does it need tall plants, short plants, or some of both? High windows, as here, allow use of hollies, upright yews, pyracantha, azaleas, tall-growing floribunda roses, and other medium-height shrubs.

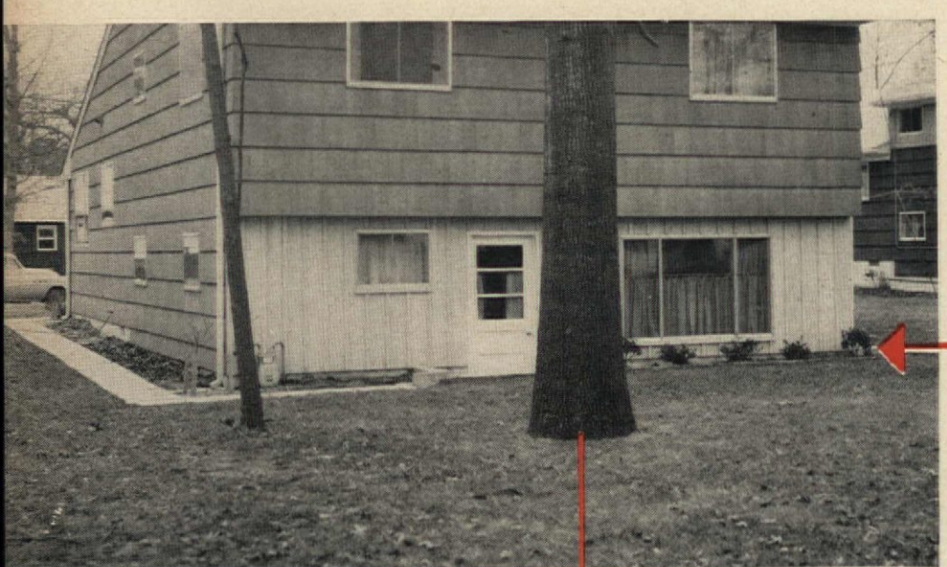
Make sketches of the areas to be planted—and check with your nurseryman for plants suitable for your area—before actually going to work.





Low windows call for dwarf, spreading, or ground-covering plants—like some of the junipers, cotoneasters, boxwoods, pigmy roses, or creeping euonymus. At corners and between windows, though, a taller plant or two will increase the effectiveness of the planting.

And how about the lawn? If it's okay, give it a feeding. If it needs resowing, do so now if you live in the North, wait till spring if you live in the warmer part of the South.



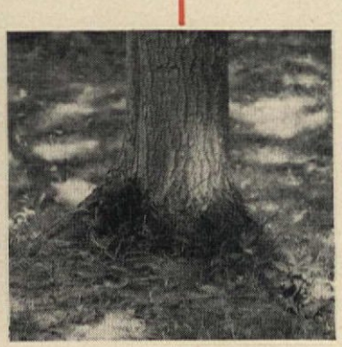
The part of your lot you'll use and enjoy most is at the back!

Design and plant your backyard area for use, looks and outdoor living. Lay out a terrace convenient to the back door, and make it large enough to accommodate as many people as you'll entertain. Locate the service or children's play area where it won't interfere, and screen it off with a fence or hedge if you're a stickler for neatness and order.

To help create attractiveness in the backyard, and also to set off your house to best advantage, work out a plan for planting shrubs and groundcovers near the foundation and in adjacent spots.

Where space permits, a cluster of rhododendrons, azaleas, and Japanese hollies may work if you've an acid soil; lilacs, upright cotoneasters and compact winged euonymus if your soil's neutral to alkaline. Under picture windows use groundcovers, low junipers, cotoneasters, boxwoods.





How are things with your trees?

Tree trunks broaden out at the base, as shown immediately at left and in the yard above. If you have any that don't—like the one at far left—it means the roots have been buried with fill and probably will smother. Ask a reputable tree expert if they can be saved by building tree wells. If they can't, or only at too great cost, have them removed.

When doing construction work near a tree, protect it with boards, as at right. It may save tree or tree-care expense.



3 front plantings that may give you ideas . . .



Delightful effects from trees, a few good shrubs, and a king-size window box.

Is the front of your house something like one of the three at the right? If so, you can probably work out a planting plan that'll give you equally attractive effects.

With trees in the lawn, the house at top needed only a limited foundation planting—a few azaleas and both spreading and upright yews.

The West Coast home, center, is fronted with upright junipers and wild strawberry groundcover.

In the bottom picture, rhododendrons, azaleas, yews, Japanese hollies and cherry laurels were used at foundation and in planting near walk.

You can do lots of things with the side of a house!

If it's sunny, you can grow flowering vines, climbers, espaliers on a trellis against the house or a fence on the outer side of the walk—roses, clematis, crapemyrtle. If it's shady, choose plants for foliage—euonymus, elaeagnus, cotoneasters, ivies.



No mowing, no summer burn-out! It's a front groundcover instead of a front lawn.

Plant shrubs properly—or you may waste time and money!



Dig hole larger than root-ball, then partly fill in with topsoil and peatmoss so plant will be at same depth as it grew in the nursery. Add same mixture around root-ball, tamp it well, water heavily. Keep mulched with leaves until spring.



Year-round attractiveness on Long Island from well-chosen, slow-growing shrubs.

Lawn the worse for wear and tear? Now's the time to patch it up



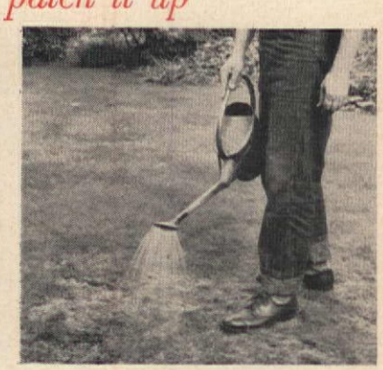
Late summer or early fall is the best time to sow grass in the northern two-thirds of the country. So, first off, remove patches of dead grass with cultivator and loosen soil about 2" deep.



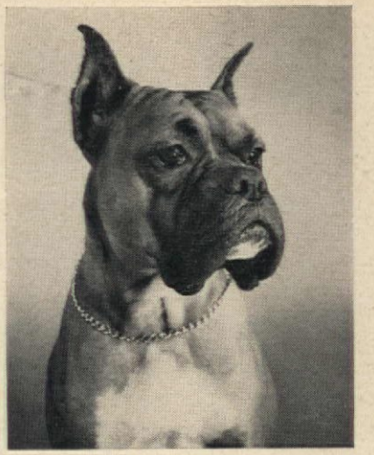
Make a mixture of one-third peatmoss and two-thirds topsoil, and spread it on the bare patches so they're level after tamping. Add a little lawn food and scratch this lightly into surface.



Sow the seed lightly—about as you'd shake pepper on fried eggs—and leave surface untamped. Most important: use good grass seed—a bluegrass-fescue-bent mixture, not quick-results grass.



Now water thoroughly but gently—not faster than it soaks in—and keep the soil moist at all times. Mow when 2" to 2½" high and feed lightly with a soluble plant food in about a month.



C. A. CROSSER

Hark, Hark the Dogs Do Bark...and Dig

Of all the neighborhood nuisances—smoke from burning trash, a blaring radio next door and yelling youngsters, nothing's more widespread in any community than the dog controversy. True, a dog is a lovable, faithful, companionable friend and part of the family. But it might also be said that the species occasionally tends to have some annoying habits—like barking half the night, defiling your lawn, uprooting your garden—even biting.

With the number of our canine friends on the upswing in every city, the storm of complaints is constantly rising. The laws of all cities recognize annoyance by dogs as a legal nuisance, whether in the form of noise, odor or trespass. At present, dog laws range from a strict requirement that dogs must be on leashes when off their premises to much more lenient ones. However, the matter's complicated because the impression is that anyone who complains about dogs is an odd ball who also hates children and might even be the type who isn't above slipping poisoned hamburger to the neighborhood cats and dogs. For this reason many long-enduring dog victims rather suffer than complain. So the sanguine dog owners, hearing no complaints, assume that all's right in the dog world.

What can be done? For the sake of peace, here are some suggested procedures for both sides—the dog owners and the non-owners. If you own a dog, we recommend:

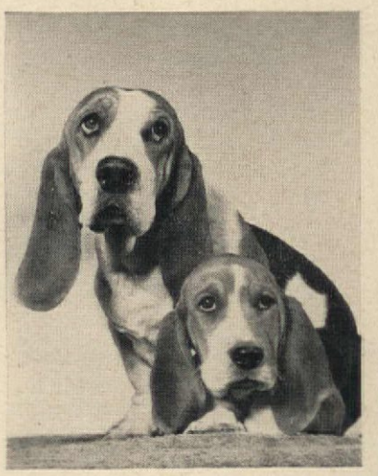
1. When buying a dog, don't get one of a breed that's prone to bark or nip. The "one-man" dog may be great for liking you—and you alone—but his single-minded affection may cost you a stiff doctor bill and possibly courts costs and damages.

2. When you acquire a dog, just make up your mind that you've acquired a little being that's about as irresponsible as a child, so treat him the same way. Be prepared to give him the same attention you give your children when they're out of the house.

3. Don't get mad when one of your neighbors complains about your dog. Remember, he's only calling you as a desperate last resort and hates it. Most of the time you won't hear from your neighbor unless the dog has really done something, so you haven't any reason to get angry.

4. Keep your dog inside nights to avoid the possibility of his cutting loose with some barks at three o'clock in the morning. Moreover, a dog inside a house is a more effective opponent to burglars than one outside where he can be seduced by various means.

5. Never leave your dog tied up outside when you're away, if he's a barker. His lonesome woes are likely to make your neighbors' days and nights miserable.



Now here are a few suggestions for the complainers:

1. If your neighbor's dog barks briefly at the mailman, don't immediately run to the phone to call the police. Let him bark a few minutes and charge it off to unavoidable neighborhood noises, or give his owner time to get to him and shut him up.

2. When you've screwed up your courage to the point of calling the dog's owner, don't jump down his throat. His natural reaction will only be to shout back. Above all, cut your conversation as short as possible. If you permit yourself to be drawn into an argument, you'll find yourself fruitlessly wandering through a discussion about "other dogs in the block bark as much as mine," or "you're the only one who's complained," etc., etc.

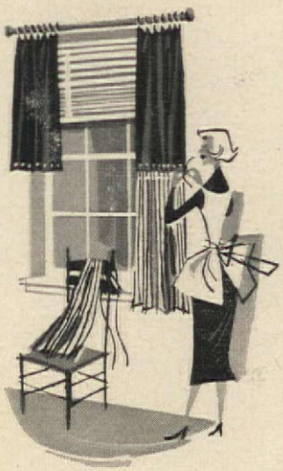
3. For the digging or defiling dog, chase and slap him with a rolled newspaper. If this habit-minded animal associates being chased away every time he enters your yard, he may take the hint.

4. If nothing works and the dog owner shows no inclination to restrain his pet, have no compunction about calling the police. That's what they're for. And if a dog has bitten somebody, certainly the police should be called.

The San Francisco Society for the Prevention of Cruelty to Animals employs a practice which could be more widely imitated. Upon receipt of a complaint, the society sends a form letter to the pet owner. The letter courteously disclaims being a reprimand but suggests that the owner may not realize that his dog occasioned a complaint from a neighbor. It encloses a helpful leaflet on the care of a pet. This device accomplishes several things. It carries the impact of an official notice to the dog owner which is not likely to be disregarded. It preserves the anonymity of the complainer and avoids the unpleasantness of a formal complaint.







Tailored tier curtains are invaluable if you move and must use curtains you already have, for they can be lengthened and shortened at will. If your curtains are too short (perhaps you want a change from old café curtains) the tiered style is an easy, very smart way to gain the length you need. If you don't have more of original fabric, add contrasting material. Just punch grommets in both sections, lace together with tape or ribbon. Kits are available at notion counters.



YOUR FIRST FALL JOB

DRAPERIES?

Modern, old-fashioned, or in-between . . . the next few pages give solutions for many problems

Add under here →

Nearly every house has a problem window; we've selected some dillies that challenged our ingenuity. We liked the answers and think you may like them, too. Take the case of the curtains at right, for instance, which were too short for windows in a new home. Enough leftover fabric was on hand—but how to join it so the addition wouldn't be obvious? Here's one answer, and we defy anyone to point and say it shows! If you don't have cornices, make simple ones like these, using ordinary ruffles. Then you can add inches by hanging your curtains *under* the cornices, and your trick will never show. Not long enough yet? Add a ruffle at the bottom, too—as wide as necessary to get whatever length you may still need. Easy, isn't it? Also, note another "add-on" trick with the tiered curtains above, laced together with the help of grommets.

Add here →



Draperies in a gentlemanly plaid are a fitting background for that budding musician in your family—or his big brother. The news here is the valance: note the velvet ribbons, evenly spaced and set on vertically. And note, too, those silver buttons in a row across the top. Draperies make a striking framework for the sheer white glass curtains, which have been finished with narrow ruffled and embroidered edging.



See "Where Credit Is Due," page 122

DOROTHY BRIGHTBILL





The crisp neatness of these button-tabbed curtains may be just the fillip needed for your fall decorating. Use them full-length for a standard-size window, or, if you're the type who loves shutters on a window, cover the lower window section with a trim, tailored pair of short, button-tabbed curtains.

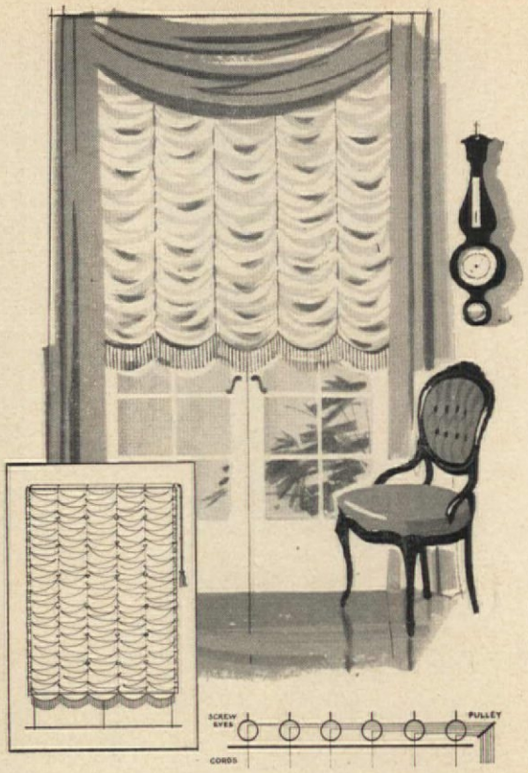


To make button-tabbed curtains like these, cut fabric, including lining, allowing 3-inch box pleats. Baste pleats in place and press. Cut tabs separately, long enough to go around rod (see photo). Interline, then line tabs, pointing ends. Cover buttons with shelf fabric. Baste pleats in place, press. Sew tabs at top and buttons on tabs. Sew snaps on tabs for fastening, and they're finished.

PLEASE TURN THE PAGE



Draperies
(Continued)



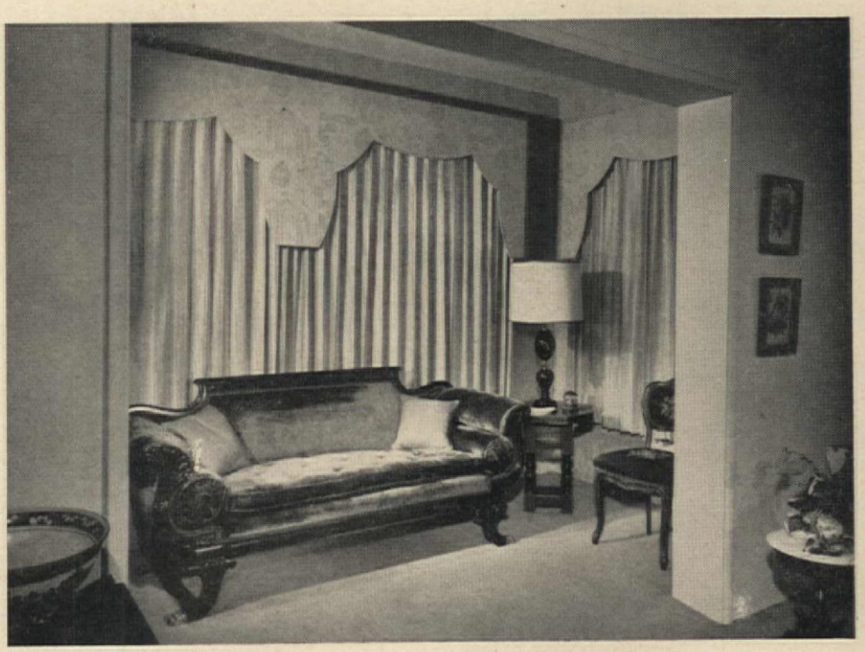
Austrian shades appear to be difficult to make but by breaking down the process into logical order of procedure they can be easier than you'd at first imagine. To start out with the correct dimensions for a window shade, add 4″ per ft. of fabric length; 2″ per ft. of width; 3″ for a double top hem, 1½″ for side hems. Sew hems. Now spread the material on a table, gathering shirring lines with heavy thread and fastening each finished line to the table with thumbtacks. Adjust





fullness, making lower third less full than upper two-thirds. Pin 1″ strips of paper along shirring lines to hold gathers. Now remove heavy threads and sew on machine through paper. Remove paper, sewing over seams. Now all you have to add are the finishing touches. Sew ½-inch tape on the back of each shirred line and sew your curtain rings on the tape about 6″ apart. Cover the curtain rod with the same material and sew to the bottom. Run cords through rings as shown in the sketch. Now they're ready to go on display. If you're fortunate enough to have French doors (as sketched here) these shades are marvelous for stylish formality.





One decorating hurdle many find particularly difficult to overcome is broken wall space. The room above posed the added problem of awkward windows. To achieve a more livable corner, full-length draperies behind sofa, and sill-length draperies on adjoining wall were combined with an unusual valance. This window treatment lent notable vitality to a "problem room." To duplicate valance, cut lightweight plywood or fiber board to desired shape, pad lightly with cotton batting. Cover with matching or contrasting fabric, add welting. THE END



20/20 FORESIGHT

MARTHA B. DARBYSHIRE

There's an old saying that "everybody is blessed with 20/20 hindsight," but when it comes to furnishing a house on a budget you can't afford anything but foresight. Decorating (with no later regrets) is tricky business, calling for plenty of knowledge of the facts and sound judgment.

When Mr. and Mrs. Gabriel Minotta came up against this house-furnishing problem they said later, "It was like a plot with a beginning, an end and a mortality all its own." In the end they did a smart thing. They tossed in the towel and hired Louise Good, a skilled interior decorator, to do the job for them. It seemed like a rash step for budgeteers to take, but one they had advisedly been told could, in the end, save them money. True, there was Mrs. Good's fee to consider, but offsetting it was her wisdom and experience in buying advantageously.

Most amateur decorators fall short when it comes to knowing where to spend and where to cut corners. A decorator knows from experience, for example, that overstuffed furniture, bed springs and mattresses are not the place to economize. They must be quality. Curtains, end tables, even a dining table and chairs can be economies if they have style and flare. And there are other things a decorator considers in saving a client money.

Mrs. Good approached the Minotta project with a long-range point of view. Now they have an apartment but later on they plan to build. So it became necessary to buy things now that could later move into their future house.

Since the Minottas were somewhat hazy about the style of their future living room, Mrs. Good decided not to buy for this but rather their future family room, where they knew they wanted traditional —traditional not like a period stage-set—but a useful room with a comfortable homeyness. Even though the present furniture may need re-upholstering before it officially becomes part of the family room in their future home, they have the basic essentials. Both quality pieces and many less-lasting, short-cut economies are here, obviously selected by a trained buyer. You'll also be interested to know that the job was completed with a nest egg left in the budget —something that rarely happens if you do everything yourself.

BY THE



TURN OF A

C. EUGENE STEPHENSON, A. I. D.

Co-author, "How to Decorate and Light Your Home."



KNOB A MOOD IS SET...

Imagination with light can "redecorate" a room →

Turn of a Knob (Continued)

Do you remember one of your first visits to a theatre, and how you looked forward to the colorful stage presentation? And do you remember how noisy the chattering audience was until—the lights were dimmed?

Do you recall your childhood bedtime hour; stories before going to sleep, and laughter and fun, then the peaceful quiet of your room when—the lights were dimmed?

And I'm sure we haven't forgotten the bright lights, kaleidoscopic color and noisy glamor of the visiting carnival, where brilliant spotlights and colorful posters made us want to "cavort."



Brass bracket acts as dimmer-controlled reading light, illuminates painting.

Why do we react so differently to these various conditions? Because the degree of light and color in our surroundings causes us to do so. It is called "atmosphere" or "mood."

Some few years ago these effects were available to only theatrical set designers or, at great expense, to the architect and decorator. Today, however, they can be enjoyed by 'most anyone at a fraction of their original cost. The necessary elements can be installed in almost any type of home, old, new or "in-between." The important thing is to understand what moods or atmosphere you wish to make possible for your family and friends, and the most practical and rewarding ways of achieving them.

"Dimmers" can be utilized on fluorescent as well as incandescent lighting systems and offer the possibility of light control at the "turn of a knob." There are few rooms which can't enjoy some effective "mood" changes by this means, today. Traditional rooms can take on great charm of "period" lighting effects through "dimmer" use. Contemporary rooms can sparkle or glow depending upon the owner's wish.

Color changes are greatly discernible when a larger or smaller amount of light is used in a room. The lacy tracery of wallpaper can be played up, or down by lighting. Brilliant, deep color can be made almost black, and white walls "grayed" to "infinity" by light or its almost absence. Sound like fun? It most certainly is. But more than that, it can be very beneficial, living-wise.

A family need not own elaborate period furnishings, or even an "avant garde" modern home to use this kind of light control effectively. I have installed it in houses furnished in informal Early American style, with pine and pewter, old glass and calico. The resulting enjoyment of additional "moods" more than justifies the nominal expense involved.

If you are contemplating improvements in an existing house, some suggested uses of "mood" lighting might include:

FOR A LONG, DARK, NARROW ROOM which you want to make wider and brighter, paint your walls a light value of your favorite color and the ceiling a still lighter value of the same color. Along the short walls at valance or cornice height, install continuous fluorescent lights, shielded of course by the cornice or valance boards. These are at opposite ends of the room. Try to arrange your furniture to appear uncrowded, and directionally, to "run" the short way. Use simple fabric patterns in the room and not too much strong color. If you can afford one "down" light in or on the ceiling, place it over the coffee table, assuming this is a living room. All table or floor lamps should have matching color and type shades, and check their dimensions for practical use. Put the fluorescent valances or cornices on dimmer control, as well as your "down" light and your room will "expand" in size and width after dark.

FOR A DINING ROOM which you want to make more formal, paint three walls of the room a light value of one of the colors in a scenic paper, which you will place on the forth wall. Above the wallpaper install a cornice of fluorescent lights and paint the cornice board to match the three walls. The ceiling might be white. Centered over your dining table hang a crystal chandelier whose bulbs are covered with white opaque paper or fabric shades. In the ceiling, recess four or six "down" lights so that they light your table surface evenly and appear evenly spaced on the ceiling, around the stem of the chandelier. Install dimmer controls on your ceiling down lights and your wallpaper cornice lighting. The chandelier does not necessarily need to be "controlled." Colors in this kind of room might be deep and rich, or bright and light, depending upon your personal preference or existing furniture style. Remember that when your table wears a white cloth you will have more glare from its surface than when you use a colored cloth or place mats which permit the wood of the table to show. If you plan to use a white cloth at all times perhaps four down lights in your ceiling will suffice.

The dining room in the Connecticut home of the Robert Foremans, which is shown on pages 66 and 67, utilizes six "down" lights in the ceiling, evenly spaced paralleling the direction of the dining table, with which are combined an Early American wrought iron chandelier. Candles are lighted at mealtime, reflecting the simple charm of the Early American furnishings, yet consistent with the handsome portrait by Sir Peter Lely.

FOR A FAMILY ROOM which you want to make bright and gay, paper your walls with simulated white brick wallpaper and on one of them hang travel posters, large size. Along the wall use the fluorescent valance with space above for the light to shine up on the ceiling. Try to find several travel posters featuring a bright sky blue and paint the ceiling of the room this same blue. At one point in your room place a large permanently located game table and four or six chairs. Above the table install one large down light in the ceiling or three or four small down lights in circular fashion. If you have a hard surface floor such as vinyl, asphalt or rubber tile, use a circular or square rug under the table and chair group for accent and winter comfort. Take your color scheme for chair and sofa coverings as well as curtains, blinds or shades, from your featured posters. A large room could take two poster walls opposite each other or adjoining each other. Use floor lamps and swing-arm wall lamps to release small tables for tray duty. Dimmer controlled valance and game table down-lights when dimmed, will help "quiet" almost anyone when the games get noisy, and make light walls reflect less in television screens.

FOR A BEDROOM which you want to make serene, restful, individual and practical you most naturally want your bed or twin beds on the wall best suited to their placement, preferably one which has no windows. Place a night table between the twin beds or a pair flanking them if they are used together. With either of these arrangements, a very attractive

CONTINUED ON PAGE 104

YOUR FIRST FALL JOB—

PANEL A ROOM

If your aim is to dress up your interiors, you'll want these pointers on durable, versatile wood paneling

HUBBARD H. COBB

Now that warm weather's about over it's time to turn our thoughts to some good indoor project. One that's high on the list every year is installing wood paneling. Even the rank amateur carpenter who doesn't know the difference between a miter box and a half-lap joint can do more than a passable job of installing wood paneling provided he or she can saw a semi-straight line and hit a nail on the head.

Today you'll find wood paneling used with great success in every room in the house. In fact, by treating the wood with modern preservatives which makes the fibers most stable, it's possible to use wood paneling even in the bathroom and kitchen and have a surface that's resistant to moisture and easily cleaned. Wood is one of the most versatile of all building materials. No matter what sort of effect you wish to create—from an informal game room to a formal living or dining room—wood can do the job for you.

There are about 1,100 different tree species in this country. Of this number about 35 produce lumber suitable for paneling. PLEASE TURN THE PAGE



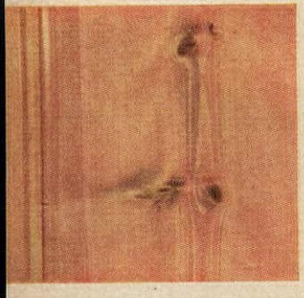
One of the most beautiful woods you can use is redwood, whose attractive natural color and interesting grain is best finished with a fine transparent coat which won't obscure the beauty of the natural color or the grain but will help prevent the wood from absorbing dirt. It will also prevent fading due to exposure to the sunlight. Tongue and groove paneling can be put on with blind nailing so nail heads won't show.

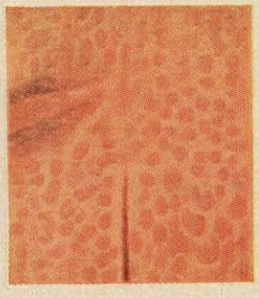
See "Where Credit Is Due," page 122

This gives quite a range of choice in color, texture and price. If you want something in the higher price brackets, look into some of the hardwoods like pecan, beech, magnolia, walnut, cherry or maple. If your needs don't require such an investment, there is western pine as well as redwood, cypress and cedar.

Besides the wide range of woods available, there are also new types and techniques of finishing that will give your paneling the colors and tones you want. The more attractive woods are usually finished in such a manner as to allow all the natural color and grain of the wood to be exposed. For the less expensive and more common woods, there are pigmented stains available to produce literally hundreds of different effects. Some really outstanding results have been obtained by installing wood paneling and then painting it a desired color. As you can see, your possibilities in this field are almost unlimited. (For more on wood paneling see page 120.)

Prefinished oak flooring makes excellent paneling. Applied over furring strips fastened horizontally to wall framework, it requires no finishing after installation. Nails are driven through tongue and concealed by adjoining plank. Below: Three samples of different finishes for pine paneling. Center panel has been worked over with ball peen hammer to produce interesting dimples in the wood. You can originate your own special finish using either paint or stain, but try it out on a small wood sample before doing an entire job.



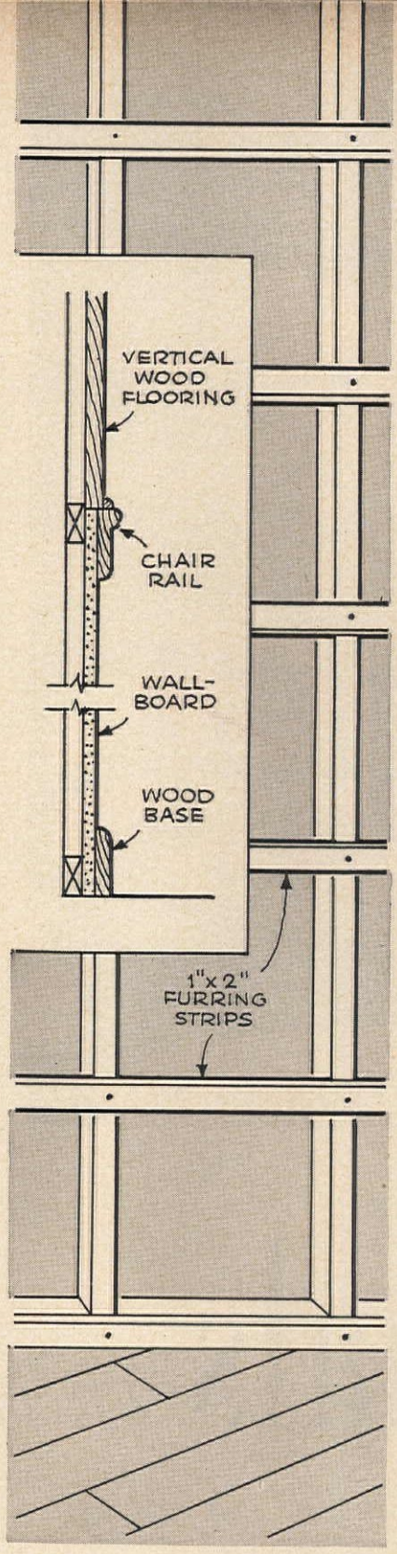


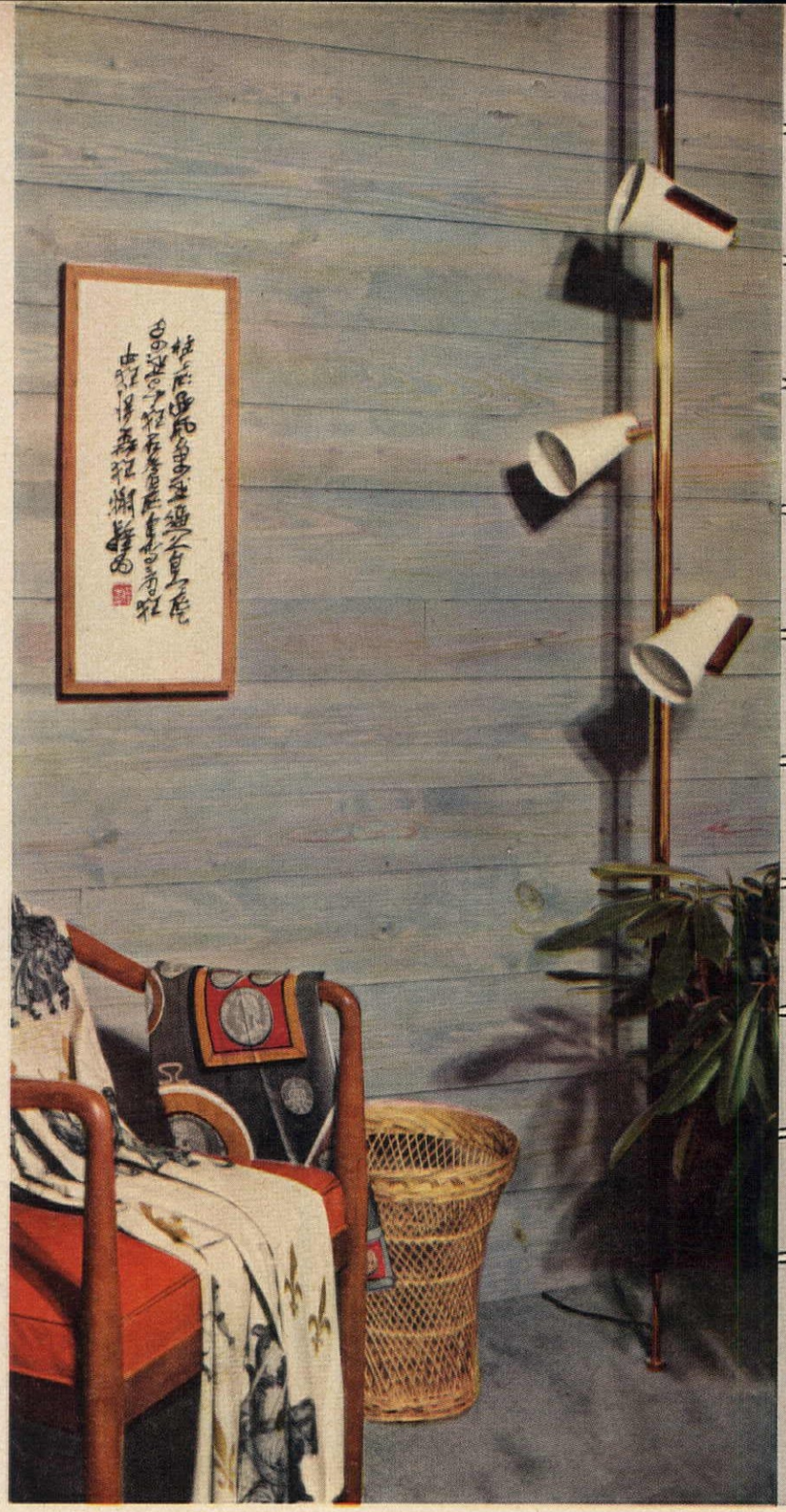


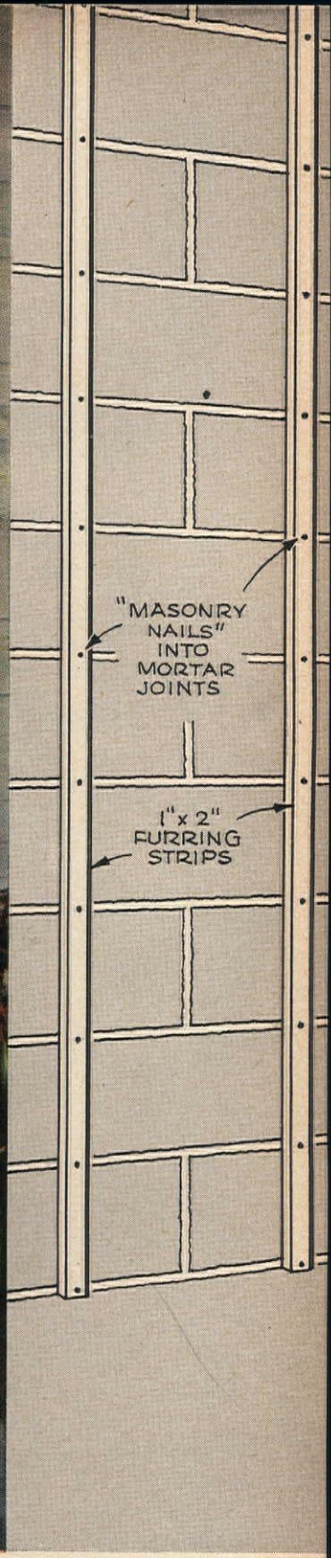




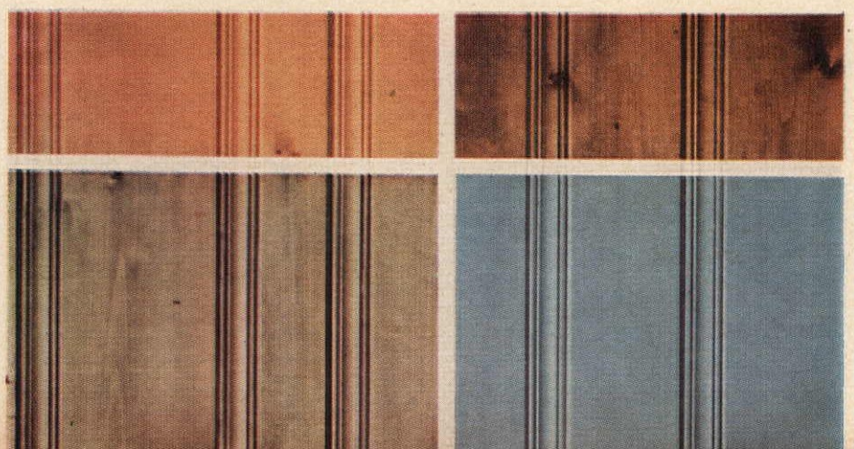
For the family with the indoor-outdoor approach to living, bevel cedar siding with a transparent finish can produce an interesting effect.







A really low-cost paneling job can be done using ordinary common pine sheathing. In this particular instance the wood was given a driftwood finish. When paneling is to be applied over a masonry wall, the wood furring strips must first be applied to provide a nailing base for the paneling. Furring may be fastened to the concrete with cut nails, masonry anchors or with special adhesives. Lumber stock is usually a regular 2x2" size and is quite suitable for use as furring.



Standard pine paneling can be finished in a variety of interesting colors using stains wiped down with a clean lintless cloth to the desired color value.







Good Victuals *FROM*

Our guest this month is Monsieur Lucien L. Heyraud, Chef of the Sheraton-Palace Hotel in San Francisco—and one of the world's great he is! Sitting in his office (one entire side of it glass, the better to observe all that goes on in the kitchens below), Monsieur Heyraud greeted us graciously in spite of the fact that we were late in setting up our camera. And when, in due course of the conversation, I discovered he was Portuguese and he had been told how much I admired his beautiful country and its gentle, kind people, all was truly forgiven as he beamed for his portrait with some of the food that issues forth from the kitchens of this famed gourmet mecca. Monsieur



We took its picture on its way to a banquet hall! Spread here so prettily, salami flowers with stamen of cream cheese; liver paste en bouchante; gelatin of capon on a cracker; cream smoked salmon paste tubed on a cracker; deviled eggs in bonbon cups; cold boiled crab legs trimmed with mayonnaise and cocktail sauce;





Few are the places left in this world where one can dine as magnificently as in the Palace Court

At left, Crab Legs Palace Court. Below, Poulet Bouquetière, as gay and pretty as its name (flower girl)

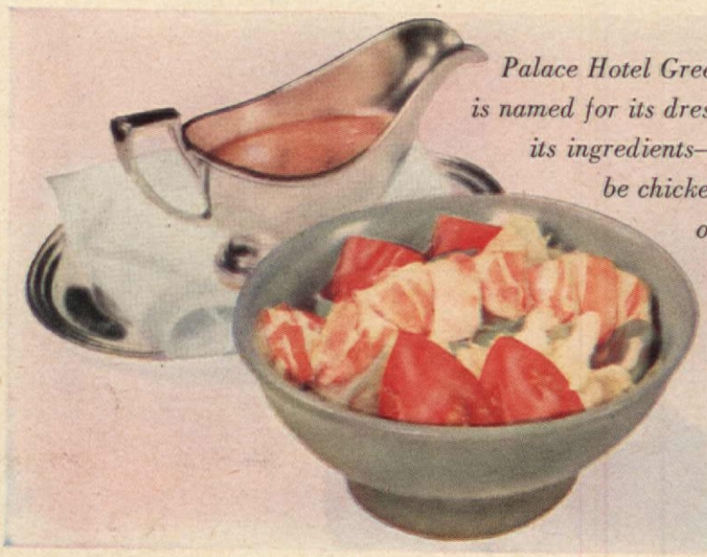


JEAN AUSTIN

THE WORLD-FAMOUS PALACE HOTEL

Heyraud has given us two recipes for two very special dishes indeed—his Poulet Bouquetière and what is probably the most-ordered item on their bill-of-fare, the Palace Court salad . . . most-ordered, that is, by native San Franciscans, for the Green Goddess salad is the best known to the tourist. If by any remote chance you do *not* have the recipe for Green Goddess dressing (it has, I think, been publicized hundreds upon hundreds of times), I shall, of course, be happy to send it to you if you will be good enough to enclose a self-addressed, stamped envelope along with your request.

anchovy and sliced stuffed olives on a slice of hard-boiled eggs on a cracker; creamed tuna on a cracker garnished with colored butter—green for the leaves, pink for the rose buds; cream cheese on flororune (cracker similar to a cream puff); celery stuffed with roquefort cheese.



Palace Hotel Green Goddess is named for its dressing, not its ingredients—which can be chicken, shrimp or crab

For details about table appointments, see "Where Credit Is Due," page 122



Exquisitely simple is this dessert of peach in pink champagne—the peach pricked with a fork to absorb the delicate bouquet of the iced wine

• poulet bouquetière

• Cover a 3½ lb. chicken with thin slices of back fat, salt and pepper to taste. Put in a deep casserole on a bed of sliced carrots, celery and a little butter. Roast in oven 30-40 minutes. When chicken is cooked, skim off fat but leave juices from the bird and vegetables. Add a drop of dry sherry and drain juices from the casserole—that's your sauce for the chicken.

Cook separately peas, carrots, cauliflower, potatoes, lima beans, frenched green beans —any or all of the vegetables you will serve with the chicken.

Lay chicken on a very thick section of bread that has been toasted on all sides. Surround with vegetables to please the eye as well as palate.

Pour the sauce over with butter and parsley added at the last minute.

Lucien L. Heyraud, Chef Sheraton-Palace Hotel

• crab legs palace court

• Fill heart of artichoke to level with fresh vegetable salad (cut string beans, cauliflower, asparagus tips and peas). Dress 5 or 6 crab legs on it, garnish with 2 strips of red and green peppers.

Dress on a plate a bed of shredded lettuce with a slice of tomato on it. Sprinkle chopped eggs around and press same against lettuce to form a little nest. Set artichoke on top and serve with Thousand Island Dressing.

You can also dress on artichoke three slices of lobster, chicken or shrimp.

Here, a return engagement—a recipe published many years ago, repeated here for our new readers. It's tantalizingly different!



• green tomato pie

, cups unpeeled green tomatoes, cut in thin wedges
½ cup sugar
2 tbs. flour
grated rind of 1 lemon
¼ tsp. allspice
¼ tsp. salt
1 tbs. lemon juice
3 tbs. butter

• Mix flour, sugar, lemon rind, spices and salt together. Sprinkle a little on the bottom of 9-inch unbaked pie shell. Arrange tomato wedges in the pie shell, a layer at a time. Cover each layer with sugar mixture, lemon juice and dot with butter. Repeat this sequence until shell is filled. Cover with latticed top. Bake in 350° oven for 45 minutes.

• Put whole green tomatoes in deep greased baking dish. Sprinkle with above mixture and cover with pastry. Bake 1 hr. in 350° oven.

Served this way, it is a deliciously different buffet casserole, with cold meats especially.

A GOOD VICTUALS RECIPE

4 Souper ways to serve tuna!





TUNA BURGERS. Here's a *new* kind of burger! Mix 1 7-oz. can drained, flaked tuna, 1 can Campbell's Cream of Mushroom Soup, 1 tbsp. each minced green pepper and onion. Fill 6 hamburger buns with mixture; brush buns with butter. Bake on cookie sheet in hot oven (400° F.) about 10 minutes. 6 servings.





PERFECT TUNA CASSEROLE. A never-fail meal, all in *one* dish! In a 1-qt. casserole, combine 1 can Campbell's Cream of Chicken Soup, ½ cup milk, 7-oz. can drained, flaked tuna, 1 cup drained, cooked peas, 1 cup crushed potato chips. Garnish with potato chips. Bake at 375° F. about 25 minutes. 4 servings.



TUNA LOAF. Any way you slice it, this is soup-erb! Combine 2 7-oz. cans drained, flaked tuna, 1½ cups fine bread crumbs, 1 can Campbell's Cream of Celery Soup, 2 lightly beaten eggs, 2 tbsp. minced onion. Pack lightly in greased loaf pan; bake at 350° F. about 1 hr. Serve with Quick Cream Sauce (blend 1 can Cream of Celery Soup, ⅓ cup milk; heat). 6 servings.





TUNA SHORTCAKE. Creamy and tasty—and ready in minutes! In a saucepan, blend together 1 can Campbell's Cream of Mushroom Soup, ½ cup milk, one 7-ounce can drained, flaked tuna, 1 cup drained, cooked peas, 2 sliced, hard-cooked eggs and 2 tablespoons chopped pimiento; heat. Serve over hot, split and buttered biscuits—or pour on slices of toast. 4 servings.



Good cooks cook with *Campbell's Soups*

New fun with Betty Crocker Cake Mixes!

CRAZY mixed-up cakes!

1 Crumble! Your secret: sprinkle ½ dry Honey Spice Cake Mix into oblong pan. Pour on two no. 2 cans apple-pie filling, then rest of mix. Add 1 tbsp. lemon juice mixed in 1 cup water. Bake 50 to 60 min.

2 Rolled Up! Your secret: bake angel food batter in two 15½ x 10½ x 1" jelly-roll pans 15 min. Cool. Ease onto towel dusted with confectioners' sugar. Spread with ice cream. Roll. Frost with whipped cream. Freeze.

3 Topsy-Turvy! Your secret: combine pineapple, peaches, cherries, bananas—whatever strikes your fancy—and follow upside-down recipe on Betty Crocker Yellow Cake Mix package.

4 Nutty Pie-Cake! Your secret: line 9" pie pan, using Betty Crocker Pie Crust Mix. Beat 2 eggs, ½ cup sugar, ¼ tsp. salt, ¼ cup melted butter, ¾ cup corn syrup. Add ¾ cup chopped nuts; pour in pan. Top with 1 cup Devils Food Cake batter; bake 45 min. at 350°.





You can be the wonderful woman who dreams up the nicest new treats! Use our good cake mixes, so the routine work's all done. You add the special touches that *matter*. Fine ingredients are measured and blended for you in our Betty Crocker Cake Mixes. Soft, soft Softasilk Cake Flour. Creamy shortening. Fine flavorings. You add fresh eggs, for homemade flavor. And you never worry—

"I guarantee a perfect cake—

cake...after cake...after cake!"

Betty Crocker

General Mills

* PERFECT! Yes, every mix we make for you is guaranteed to come out perfect, or send the box top to Betty Crocker, Box 200, Minneapolis, Minn., and General Mills will send your money back.

5 Inside-Out! Your secret: frosting between loaf-cake slices! Bake Betty Crocker White Cake batter in two 8½×4½×2¾" loaf pans 35 to 40 min. at 350°. Put slices together with Betty Crocker Chocolate Fudge Frosting Mix.

6 Calico Cake! Your secret: follow steps 1, 2, 3 on Marble Cake pkg. To 1 cup batter add marbling mix; to 2nd cup add ¼ tsp. mint flavoring, red food coloring. Spoon batter alternately into three 8" pans. Bake 20 min. at 350°.

7 Cake Split! Your secret: bake Betty Crocker Chocolate Malt Cake Mix in oblong pan. Cut long, thin slices. Arrange side by side; pile high with ice cream 'n sauce.



5. Inside-Out!

ie-Cake!

7. Cake Split

6. Calico Cake!

At Last! Lemon Pie You Need Not Cook!

Ready in ½ time



New Royal

the first, the only real *INSTANT* Lemon Flavor Pie Filling!



Presto! A luscious lemon pie—and with no cooking! No messy, scorched pots and pans—no stirring over a hot stove. Just mix with sugar and boiling water—pour into a baked pie shell. Chill . . . then pop in oven 3 minutes to brown the meringue. It's ready in half the time.

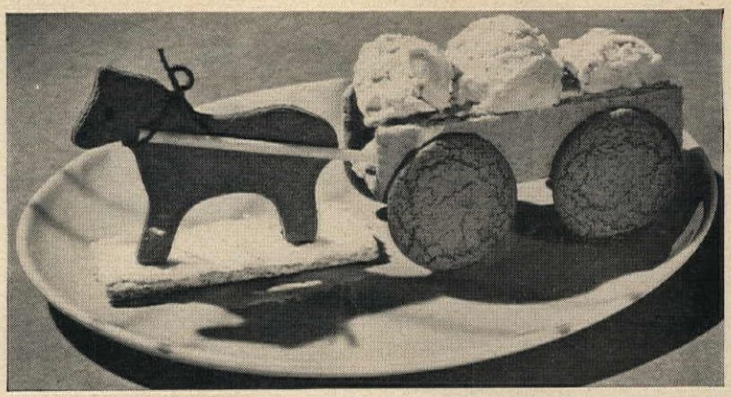
Only ROYAL has this new Instant Lemon Flavor Pie Filling. Ask for it today!

FOR SCRUMPTIOUS DESSERTS EVERY TIME . . .

Always Reach For Royal

Only Blue Bonnet

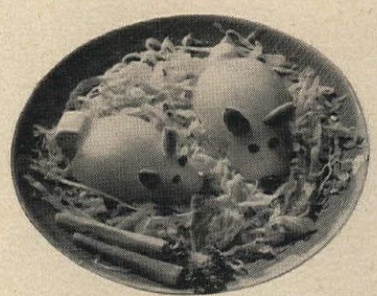




This wagon's made of graham crackers and ginger cookies held together with frosting. The load is soft ice cream. Make wagon early so that the frosting is hard enough to support the ice cream.

FUN FOOD FOR CHILDREN

Here's a suggestion that will make children forget they're eating something that's "good for them." What child won't be tickled with these little pear bunnies who appear to be nibbling on the shredded lettuce? Small notches cut in pears divide their head from their body. And look at the delectable extras! Marshmallows make the tails; almonds are ears and currants are eyes.



Do you need another salad to tempt those youngsters of yours? Treat them to Salad Sue. Her hard-cooked egg head has a smiling pimento mouth and spicy clove eyes. And those golden locks are really grated carrots. Further camouflage for the nutrients you'd like to see the kiddies beg you for are Salad Sue's tomato body and endive skirt—all of which make her a vitamin-filled girl indeed.





These engaging ducks are made by knotting a 7-inch strip of roll dough before molding. Pinch out a beak and add clove eyes. Let dough rise and bake. Then float on hot stew just before serving.

Chilled and Jellied, right for summer...

Brighten the plate with Ocean Spray



1. Cranberry Fruit Salad. Refresh- main course . . . or a light, modern dessert: fresh fruits ked with tangy, cool Ocean Spray Jellied Cranberry Sauce. an Spray's bright fruit flavor blends excitingly with pine- e, with oranges, melons or berries – all fresh fruits!

ny-Hour Dinner. Family always on the go? Fry chicken in cool of morn. Come dinner time, serve it cold, with shim- ing rounds of Ocean Spray Cranberry Sauce. Chilled and ed, Ocean Spray is a natural hot-weather food!

3. Cranberry Soufflé Salad. Make a molded seafood or chicken salad by softening 1 tbsp. unflavored gelatin in ¼ cup cold water. Heat 1½ cups vegetable or chicken stock to boiling. Stir in gelatin. When dissolved, cool till syrupy in consistency.

Then add 3 tbsp. mayonnaise, 2 tbsp. chopped green pepper, 2 tbsp. diced celery, 3 tbsp. minced Ocean Spray Jellied Cranberry Sauce, ½ cup slivered almonds and 1⅓ cups cooked flaked seafood or chopped chicken. Pour into mold. Chill until firm. To serve, crown with cubes of chilled and Jellied Ocean Spray Cranberry Sauce.



Cooling! Cranberry Juice Cocktail

Cool off with iced, dry-tart Ocean Spray Cranberry Juice Cocktail. Serve it "straight", blend with other juices, muddle with sherbet. Or use as a mix. At all supermarkets.



JELLIED OR WHOLE BERRY

Now in Canada, too

Wesson® Oil takes



SOLID SHORTENINGS SMOKE. The special ingredient they contain, that makes them good for baking, breaks down at frying temperature. Smoking shortening is breaking down, and that can hardly be good for you.

NEW
MONEY SAVING SIZE!

Wesson Oil now available in handy, thrifty Half-Gallon Decanters

Slim neck makes pouring easy. Re-usable, too—for water, fruit juices, milk shakes and other beverages.



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the smoke out of frying



WESSON OIL DOES NOT SMOKE because it is *all* shortening in its purest form—nothing added. Wesson is so clear and brilliant, so light in body, it sparkles as it pours. No other oil as fresh, as pure, and as light.

Smoke's out! Flavor's in!

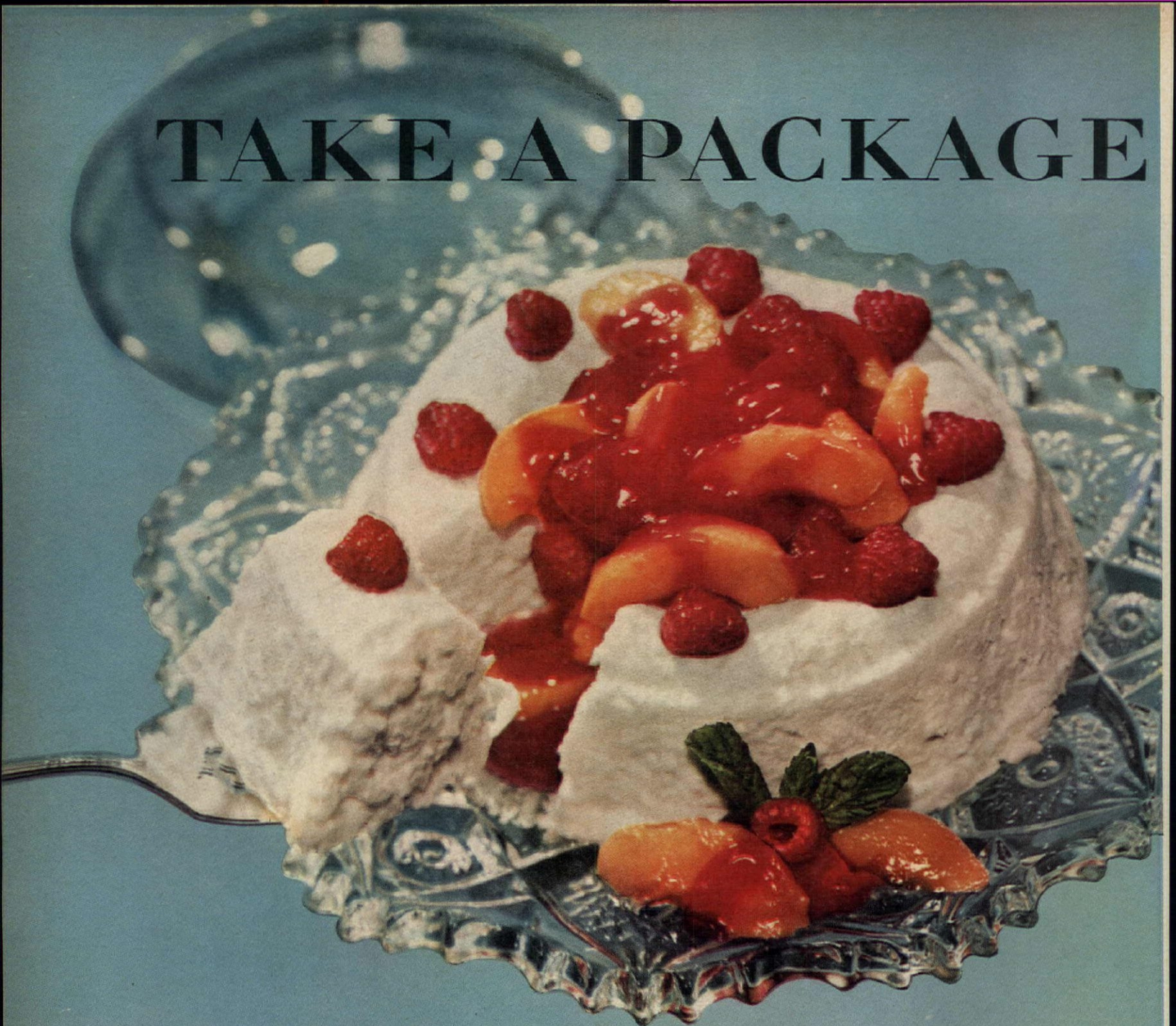
Enjoy cleaner frying with no clinging odor

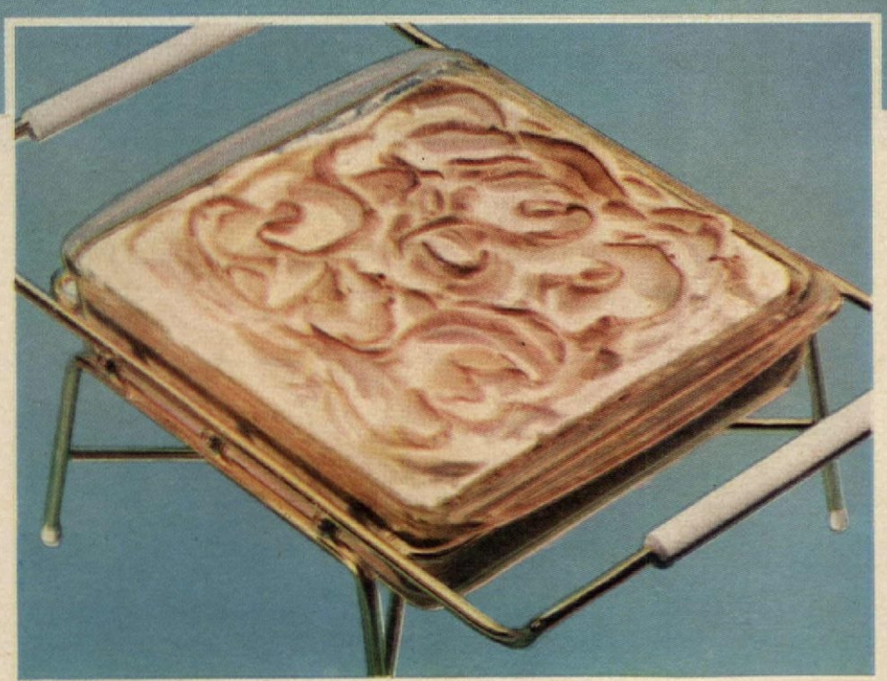
Brighter flavor in foods—no greasy film even after they've cooled

Digestible frying—more safely prepared than with costliest solid shortenings

Easier and thrifty—Wesson's the shortening you pour and can use again and again

TAKE A PACKAGE





CREAMY RICE RING WITH FRUIT SAUCE, our first recipe in this collection of six, is just a sample of what you can do with a package of rice. One mouthful of this delicacy will leave run-of-the-mill desserts behind forever. Of course it *is* fancier looking when molded in a ring and filled with the fruit sauce garnish. But it can be spooned into a sherbet or nappie for more casual serving.

COFFEE ALMOND PUDDING is our second recipe suggestion from a package of rice. And whether served hot or cold it's one of the creamiest, most melt-in-the-mouth puddings you have ever tasted. The "built-in" meringue helps, along with coffee and toasted almonds, to give the rice an unforgettable flavor that'll have 'em asking for seconds!

For details about table appointments, see "Where Credit Is Due," page 122

OF RICE



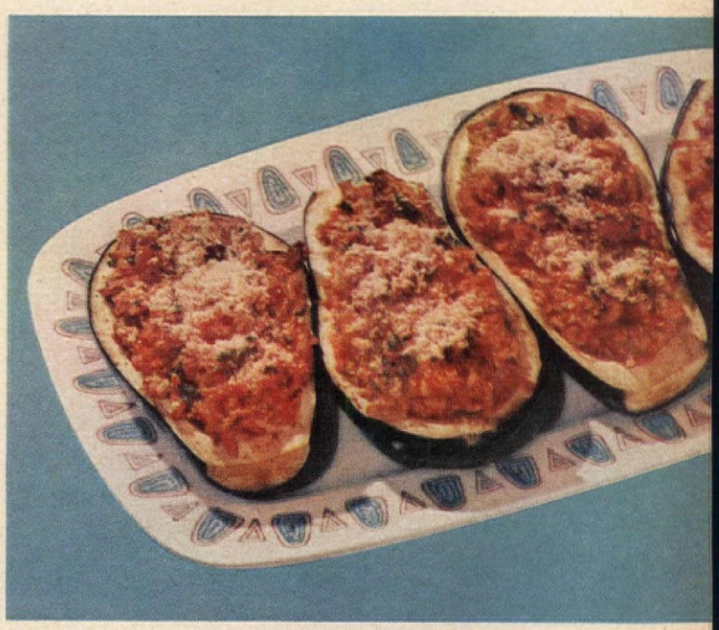
RECIPES ON PAGES 89, 90

JUNE TOWNE

SALMON RICE SALAD is another kitchen-tested, taste-tested rice recipe we're happy to be sharing with you. The directions call for cooked salmon, but you can use canned or fresh—it doesn't matter. You'll find the result makes a wonderful one-dish meal—a perfect solution for hot-weather menus. It's easy to see why one-dish meals are becoming more and more popular as busy homemakers discover what timesavers they really are.

RICE-STUFFED EGGPLANT will give you an opportunity to introduce your family, in a subtle way, to the intriguing flavor of eggplant. For it's the kind of flavor that, shall we say, generally needs to be "cultivated"—like olives! In this recipe the eggplant shell is stuffed with a savory mixture of rice, eggplant pulp, tomato paste and seasonings; then it's topped with a golden layer of bread crumbs and baked to a delicious, mouth-watering turn. Try it out soon!





SHRIMP AND HAM JAMBALAYA is a perfect recipe to have around when a baked ham has reached the stage of bits and pieces. It's also a dish you can keep going for days by occasionally adding new ingredients. Into the pot of course goes ham and, in addition, other leftover meat, shrimp, minced clams and lots of interesting seasonings. Make ahead of time and keep it warm in the oven.

CREAMY RICE PATTIES, our sixth rice recipe, is really a "company special." No matter how you've fixed rice before to serve with meat, game or fowl, we'll bet these rice patties will beat them for wonderful taste and flavor—so crisp on the outside, so just-right creamy on the inside. They're also a dish that can be mixed and refrigerated beforehand, so that the only last-minute task is the browning.







For weight watchers... new low-calorie **D-ZERTA PUDDING**

Now weight watchers can have dessert—sweet satisfying D-Zerta Pudding. It is made without sugar yet has all the goodness of America's best-liked pudding. Everybody enjoys it! You'll want to try all three flavors—*Vanilla*, *Chocolate* and *Butterscotch*.

D-Zerta Gelatin is made without sugar, too... in six tempting flavors. Keep several packages on hand for refreshing salads and bright, low-calorie desserts that cost only pennies a serving.

D-Zerta and Jell-O are registered trademarks of General Foods

Compare the calories in one serving	
Peach pie	406
Vanilla layer cake	309
Lemon sherbet	241
D-Zerta Pudding (*with skim milk*)	54
D-Zerta Gelatin (*all 6 flavors*)	12



Made by the makers of JELL-O desserts ... so you know it's good!

When entertaining the Baums cooperate with their friends, pooling the results in one delicious meal

Family Food

Don't be misled by the informality of Mrs. Baum's entertaining as we described it on page 48. It appears so casual and easy, but she plans every detail as carefully as if she were preparing each dish herself in her own kitchen. "One important help," to quote Mrs. Baum again, "is to write down, as far ahead as possible, a complete menu of the planned meal. I do it on a large sheet of wrapping paper divided into three columns. The proposed menu goes into one column, what I furnish and what each guest will bring goes into the next two. Naturally the biggest share of the labor and the expense falls on the hostess, but after all, the next time it will be someone else's turn."

We liked Mrs. Baum's idea of serving PIZZA PIE and ANTIPASTO as hors d'oeuvres, SPAGHETTI WITH MEAT SAUCE as the main course, with plenty for seconds. There was a luscious green salad tossed with an icy dressing, loaves of Italian bread spread with her own special GARLIC BREAD SPREAD, olives and other snack items, and a simply scrumptious home-made QUICK SPUMONI for dessert. And of course, to top it all off, Italian after-dinner coffee.

You Should Know...



THERE IS ONE QUESTION that we've frequently been asked by our readers—"Why don't you food editors develop more recipes using wine as a flavoring ingredient?" So we feel you should know the real answer. We have purposely avoided the use of wine in cookery because we've never wanted to offend our various friends who are



quick pizza



garlic bread



FOR THESE RECIPES
JUST TURN THE PAGE

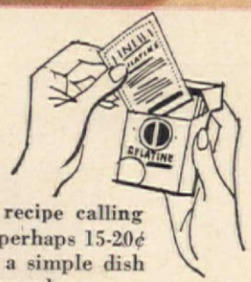


spaghetti sauce baccara





"dry" as a matter of principle. And yet the most ardent teetotaler should have no twinge of conscience in using wine as an ingredient, for alcohol vaporizes in cooking, leaving only the flavor. For a very plausible reason too. The boiling point of alcohol is so much lower than water, 172.4° as opposed to 212°, that in most instances it's cooked out in just the simmering stage. It is dissipated in a baking process for the same reason. That elusive "something special" about a particularly delectable dish is often due to wine, even though a wine flavor is not easily discernible. The idea that cooking with wine is expensive is another misconception. Take a recipe calling for half a cup of wine. That's perhaps 15-20¢ worth—not much for turning a simple dish into a gourmet food for 8-10 people.



NEW PACKAGE: an old standby, gelatine, goes modern in its new flip-top package...No more ragged tops, tipping boxes!

NEW PRODUCTS YOU MAY want to know about, include a cream puff mix that's just about as foolproof a product as we've ever tried. It comes in two homogenized sticks so you can bake a half- or full batch. In frozen food compartments you'll see a new 8-oz. package of mixed seafood, including tender sea scallops, fish bites (tiny fish-and-potato cakes), fish sticks, shrimp, clams.

PLEASE TURN THE PAGE

• quick pizza

Preparation time: 20 min.
Baking time: 20-25 min.

1¼ c. biscuit mix
3 tbs. shortening
3 tbs. milk
1½ tsp. olive oil
1 can (#2½) Italian tomatoes with tomato paste*
½ tsp. salt
¼ tsp. pepper
¼ to ½ tsp. oregano
¼ tsp. crushed red pepper (optional)
4 oz. Mozzarella cheese, grated (1 c.)
3 tbs. grated Parmesan cheese
Rolled anchovies; pieces of sliced salami; drained cooked mushrooms

* or use 1 can (#2½) Italian tomatoes, well drained, and 1 can (6 oz.) tomato paste.

• Measure biscuit mix into bowl; cut in shortening. Add milk and stir until soft dough is formed. Turn out on lightly floured board and knead until smooth—about 30 seconds. Roll into a 12 inch circle, about ⅛ inch thick. Place in ungreased pizza pan or on cookie sheet. Turn under ½ inch around edge. Brush with olive oil. Spread tomatoes and paste evenly over dough. Sprinkle with seasonings and cheeses. If desired, top with anchovies, salami and mushrooms. Bake in hot oven (425°F.) 20-25 minutes, or until browned. Cut in wedges.

Serves 8 ***135 cal. per serving*** ***Source of Vitamins A, B, C***

Tested in THE AMERICAN HOME KITCHENS

An additional convenience of this package is an inner lining of aluminum foil which opens out and acts as the "cooking pan."

HAVE YOU EVER SERVED COLORED RICE? We never had. But one of our readers, Mrs. Barbara Erfits does. She practically color-coordinates a meal. She merely adds food coloring to the water in which she cooks her rice, selecting colors that match or blend with food colors on her menu. This seems like a timely suggestion for the month in which we have given you six delicious recipes that can be made with rice.

AMERICAN HOME Family Food RECIPES

(pictured in color on page 85)

• garlic bread

Preparation time: 10 min.
Baking time: 10 min.

2 long loaves Italian or French bread
½ c. melted butter or margarine
¼ tsp. garlic salt*
½ c. grated Parmesan cheese
celery seed, poppy seed or caraway seed

* or omit garlic salt and add 1 sliced clove of garlic to the melted butter. Let stand about 15 minutes; remove garlic.

• Slice bread almost through, about ½ inch from bottom. Brush melted butter or margarine over the cut surfaces; sprinkle with garlic salt and grated cheese and also with any one of the above-named seeds. Place on ungreased cookie sheet and bake in hot oven (400°F.) 10 minutes, or until browned. Serve immediately.

Serves 8 ***265 cal. per serving*** ***Source of Vitamins A, B***

Tested in THE AMERICAN HOME KITCHENS

• quick spumoni

Preparation time: 15 min.
Chilling time: 3 hrs.

¾ c. finely chopped candied fruits (cherries, pineapple, lemon and orange peel and citron)
¼ tsp. almond extract
¼ c. finely chopped pistachio nuts or toasted almonds
1 c. heavy cream, whipped
1 qt. softened vanilla ice cream

• Fold chopped fruits and nuts, almond extract and whipped cream into softened ice cream; blend well. Turn into chilled 1-quart mold, cover with waxed paper and freeze until firm, about 3 hours. To unmold, dip quickly in warm water, turn out on cold platter and sprinkle with additional chopped nuts, if desired.

Serves 4 ***530 cal. per serving*** ***Source of Vitamins A, B, C***

Tested in THE AMERICAN HOME KITCHENS

• spaghetti sauce baccara

Preparation time: 15 min.
Cooking time: 1 hr.

½ lb. ground top round of beef
1 medium onion, chopped
¼ c. butter or margarine
½ tsp. salt
½ tsp. pepper
½ c. red wine (optional)
1 can (15½ oz.) tomato puree*
2 c. water

* or use 2 cans (6 oz.) tomato paste; increase water if necessary.

• Sauté ground beef and onion in butter in large saucepan until well browned. Add remaining ingredients and simmer 1 hour. Serve over hot, cooked capellini or spaghettini.

Serves 4 ***530 cal. per serving*** ***Source of Vitamins A, B, C***

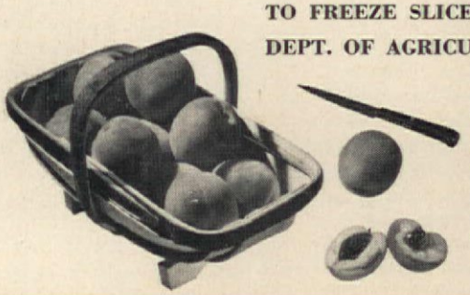
Submitted by Baccarra

TO USE UP END-OF-SEASON VEGETABLES



We suggest pickling them. You've frozen them, canned them—so now try mixing them altogether into what we call THE LAST OF THE GARDEN PICKLE RELISH. A turmeric sauce is delicious.

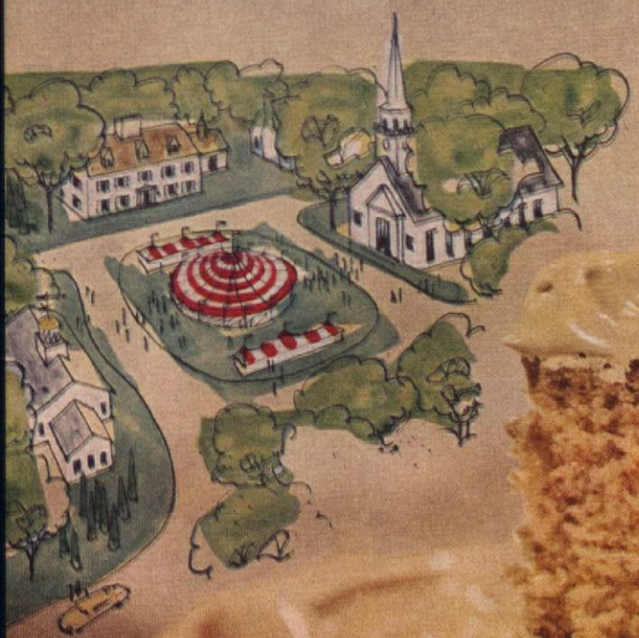
TO FREEZE SLICED PEACHES DEPT. OF AGRICULTURE SUGGESTS:



Cover them with a cool cooked syrup made of 3 c. sugar, 4 c. water, ¾ tsp. ascorbic acid (dissolved in water), Seal air-tight and fast-freeze to keep them.

Discovered in New England by Duncan Hines...
unforgettable flavor you can match
in this caramel-y Burnt Sugar Cake!

It's Duncan Hines delicious!





The golden, glorious secret is in the little packet of syrup inside the box. Infinite skill and split-second timing have captured perfect caramel-y richness (there's enough syrup for icing too). Tonight, serve this moist-rich Burnt Sugar Cake with the unforgettable goodness that won highest praise from America's authority on good eating . . . Duncan Hines! You'll be mighty cake-proud *any* time you bake with the mixes signed "Duncan Hines"!

Duncan Hines
AMERICA'S AUTHORITY ON GOOD EATING

Just one of ten fabulous cake mixes...each "Duncan Hines delicious"

FREE from Good Seasons!

WHEN YOU BUY THIS SALAD DRESSING KIT!

YOUR CHOICE OF 2 NEW FLAVORS





NEW ITALIAN MIX

. . . lets you make a zesty, garlic-flavored salad dressing—in seconds! The *true Continental kind* that's all the rage. Just add New Italian Mix to your own oil and vinegar. *See* the richer, smoother texture! *Taste* the way it wakes up the subtle flavor of every variety of salad green.

LOOK FOR THIS SPECIAL KIT!



Free new mix—banded to the outside of this kit. Inside, the kit contains: 2 additional Good Seasons Mixes, salad recipe booklet, exclusive measuring-serving bottle, clearly marked to show you how much vinegar, water and oil to add.





NEW AMERICAN FRENCH MIX

. . . makes the kind of lively, bright salad dressing so popular with American families. Even children like dressing made—fresh and delicious—with new American French Mix. Try it on fruit salads, cottage cheese, molded vegetable salads, too!

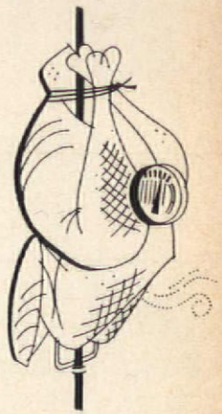
GOOD SEASONS SALAD DRESSING MIX

another fine product of General Foods

Take a Package of Rice

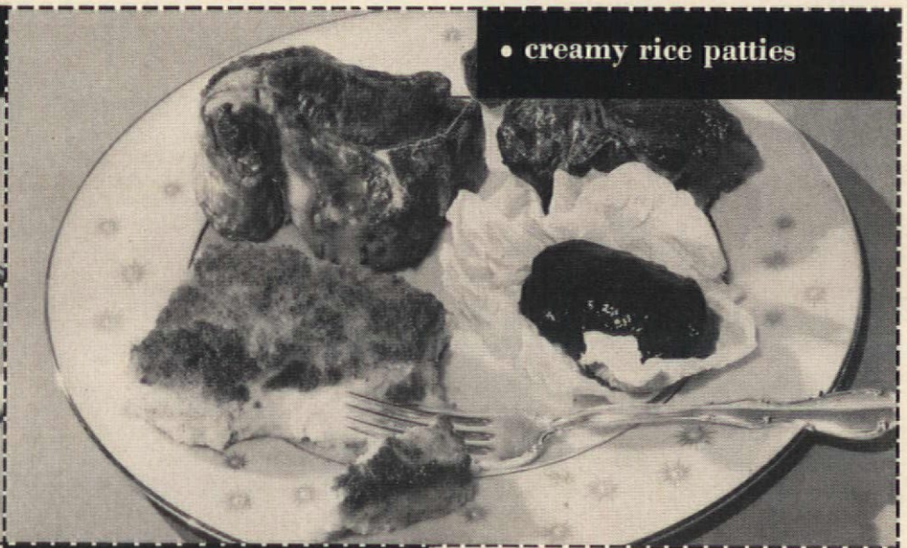
(pictured in color on page 82)

Insure perfect roast with your rotisserie by using a meat thermometer. Push it at an angle into the center of the meat, but not so the point touches the spit or bone. For ham or leg of lamb, insert in heaviest area.





• coffee almond pudding



• creamy rice patties

• rice-stuffed eggplant

Preparation time: 30 min.
Baking time: 30 min.

2 medium eggplants
4 slices bacon, diced
1 medium onion, chopped
½ tsp. salt
¼ tsp. pepper
½ tsp. oregano
1 can (8 oz.) tomato paste
2 c. water
1 c. grated carrot
¼ c. regular or ⅓ c. precooked rice
1 tbs. chopped parsley
¼ c. buttered bread crumbs

• Cut each eggplant in half lengthwise; cut out pulp to make shell for filling; dice and reserve.

Fry bacon; drain. Sauté onions in bacon fat until tender. Add seasonings, tomato paste, water, grated carrot, rice and the eggplant pulp. Bring to a boil, cover and simmer about 20 minutes or until liquid is absorbed. Add parsley and bacon. Spoon mixture into shells. Top with buttered bread crumbs. Place in shallow baking dish with small amount of water, and bake in moderate oven (350°F.) 30 to 35 minutes or until browned.

Serves 4-6 ***170 cal. per serving*** ***Source of Vitamins A, B, C***

Tested in THE AMERICAN HOME KITCHENS

• shrimp and ham jambalaya

Preparation time: 1 hour

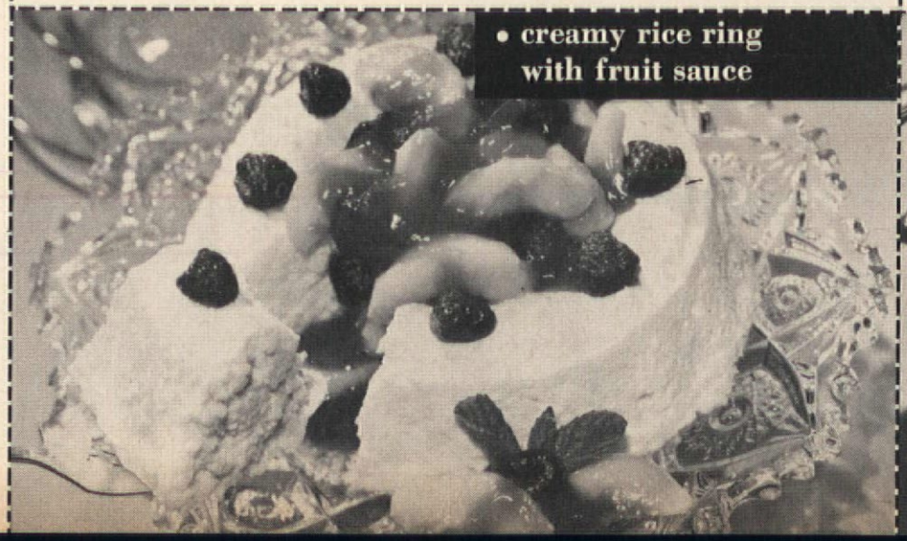
2 tbs. butter or margarine
½ c. chopped green pepper
1 medium onion, chopped
1½ c. diced cooked ham (about ¾ lb.)
Few grains each nutmeg, cloves and cayenne
1 bay leaf
¼ tsp. each thyme and chili powder
½ tsp. salt
¼ tsp. pepper
1 tbs. flour
2 tbs. chopped parsley
3 c. water and liquid from minced clams
1 can (#2 tomatoes)
½ c. uncooked regular rice*
1½ c. cooked shrimp (about ½ lb.)
1 can (10½ oz.) minced clams, drained

*Or use ⅔ cup precooked rice and simmer only about 15 minutes.

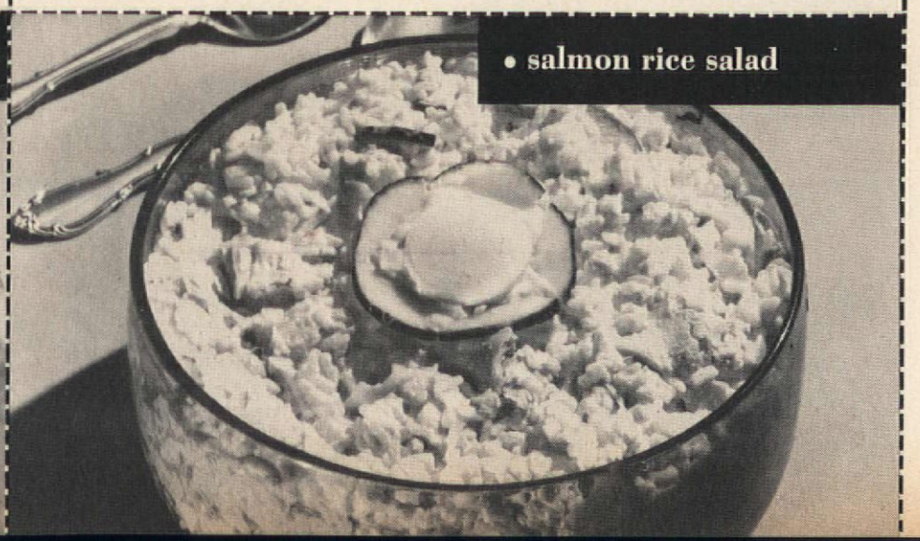
• Melt butter or margarine in large saucepan. Sauté green pepper, onion and ham until lightly browned. Stir in seasonings, flour and parsley. Add liquid and tomatoes; bring to a boil. Add rice, cover and simmer 35 to 40 minutes, or until rice is tender. Add shrimp and clams; heat thoroughly.

Serves 6 ***340 cal. per serving*** ***Source of Vitamins A, B, C***

Tested in THE AMERICAN HOME KITCHENS



• creamy rice ring with fruit sauce



• salmon rice salad

Take a Package of Rice

(pictured in color on page 82)

with fruit sauce

Preparation time: 1 hour
Chilling time: 3 hrs.

2 tsp. gelatine
3 tbs. cold water
½ c. uncooked regular rice or ⅔ c. pre-cooked rice
½ tsp. salt
2½ c. milk*
¼ c. sugar
½ tsp. vanilla
1 c. heavy cream, whipped
*or use reconstituted non-fat dry milk

• Dissolve gelatine in cold water. Combine rice, salt and milk in saucepan. Bring to a boil; cover and simmer about 20 minutes or until rice is tender and almost all milk is absorbed. Fluff rice gently with a fork several times during cooking. Add gelatine, stir until melted; then add sugar and vanilla; cool. Fold in whipped cream. Pour into 1-quart or 6 to 8 individual ring molds and chill until firm. To turn out mold, dip quickly in warm water. Serve with Fruit Sauce.

Fruit Sauce: Thaw and drain 1 pkg. each frozen raspberries and sliced peaches. Combine 2 tbs. cornstarch, ½ c. sugar and ¼ tsp. salt in saucepan. Add 1 c. fruit juice; cook and stir over medium heat until mixture thickens. Add 1 tbs. lemon juice; pour over fruit. Serve warm or cold.

Note: Dessert need not be molded. Omit gelatine and pour mixture into serving bowl to chill.

Serves 6 ***475 cal. per serving*** ***Source of Vitamins A, B, C***

Tested in THE AMERICAN HOME KITCHENS

• salmon rice salad

Chilling time: 1 hour

½ c. regular or ⅔ c. precooked rice, uncooked
¼ c. french dressing
¾ c. mayonnaise
½ tsp. salt
¼ tsp. pepper
1 tbs. finely chopped onion
1 tsp. horseradish
½ tsp. celery seed
½ c. chopped celery
1 hard cooked egg, chopped
½ c. sliced cucumber
1 c. flaked cooked salmon (1 can—7 oz.)

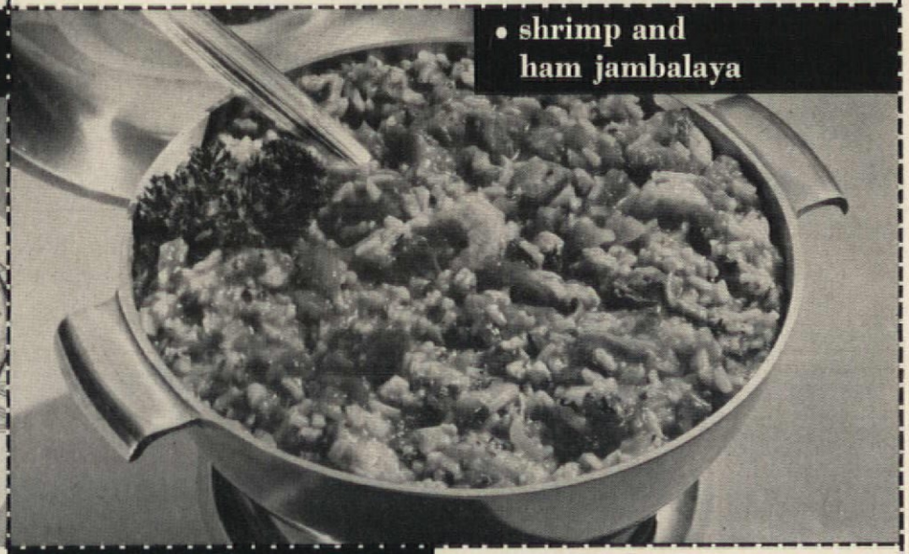
• Cook rice according to package directions. Add french dressing to the hot cooked rice (about 1½ c.). Cool to room temperature. Add remaining ingredients; mix lightly. Chill at least 1 hour before serving.

Serves 6 ***330 cal. per serving*** ***Source of Vitamins A, B, C***

"ested in THE AMERICAN HOME KITCHENS



• rice-stuffed eggplant



• shrimp and ham jambalaya

• coffee almond pudding

Preparation time: 30 min.

⅓ c. regular or ½ c. precooked rice
½ tsp. salt
2 c. milk*
3 egg yolks, slightly beaten
¾ c. sugar
1 tsp. vanilla
2 tbs. instant coffee
½ c. toasted slivered almonds
3 egg whites
6 tbs. sugar

*or use reconstituted non-fat dry milk.

• Combine rice, salt and milk in top of double boiler. Cover and cook over boiling water about 20 to 25 minutes, or until rice is tender and almost all milk is absorbed. Fluff rice occasionally with a fork. Combine egg yolks with a small amount of the sugar and the vanilla. Stir egg yolk mixture into the rice. Add remaining sugar, instant coffee and almonds. Cook another 1 minute; remove from heat. Beat egg whites until foamy; gradually beat in 6 tbs. sugar and beat to form stiff peaks. Fold hot rice mixture carefully into meringue. Pour into 1½ quart baking dish; place under broiler 3-5 min. or until top is well browned. Serve warm or cold.

For a more elegant appearance, reserve about ⅓ of the meringue before adding rice and spread this over the top. Brown as above.

Serves 6 ***300 cal. per serving*** ***Source of Vitamins A, B, C***

Tested in THE AMERICAN HOME KITCHENS

• creamy rice patties

Preparation time: 30 min.

1½ c. cooked rice*
1 tbs. finely chopped onion
2 tbs. butter or margarine
2 tbs. flour
2 tbs. sugar
¼ tsp. salt
⅛ tsp. basil
1 egg, slightly beaten
1 c. milk**
1 egg, slightly beaten
½ c. dry bread crumbs
3 tbs. shortening

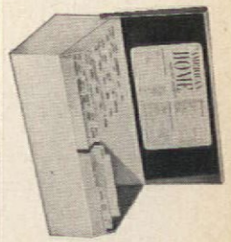
*Use ½ c. regular or ⅔ c. pre-cooked rice; cook according to package directions.
**Or use reconstituted non-fat dry milk.

• Sauté onion in butter or margarine until tender; stir in flour, sugar, salt, and basil. Add one egg combined with milk. Cook over medium heat, stirring constantly, until mixture thickens and comes to a boil. Add cooked rice. Pour into 8- or 9-inch pan, cover with waxed paper and chill until firm. Cut into squares or rectangles, and dip each pattie first in beaten egg, then in bread crumbs. Melt shortening in skillet, fry each pattie, turning to brown both sides. Drain on absorbent paper. Serve with currant jelly as a meat accompaniment

Serves 6 ***240 cal. per serving*** ***Source of Vitamins A, B, C***

Tested in THE AMERICAN HOME KITCHENS

Submitted by Mrs. Anna R. Donahoe



You needn't lose these recipes! Keep your recipe collection up to date in the most practical, easy-to-use and business-like file ever—The American HOME Menu Maker. It's a smart and easy-to-carry steel file box. To get yours, send $2.50 to:

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American HOME Building, Forest Hills, N.Y.

New idea! VINYL in a floor wax

and the beauty of it is – *it's childproof**



ever before such a high gloss!

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o wax easier to apply!

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***Wet spills won't harm gloss!**

Splashes and spills—so common with children—won't hurt the tough vinyl surface —or shine. Simply wipe them up. *New* Simoniz Floor Wax is water-repellent.

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The miracle of vinyl—and only Simoniz has it—gives you the toughest floor surface. The kids won't scuff it, or harm the gloss with their roughhousing. No doubt about it—it's *childproof!*

***No finish so easy to maintain!**

Simoniz Floor Wax with vinyl has a gloss that lasts and lasts. You can even damp mop your floors freely without dulling the shine. Without spoiling the wax finish.

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Here's the *one* floor wax you can remove *evenly* before re-waxing. Simply use your regular household detergent and warm water. The beauty increases with re-waxing. You'll be amazed, once you try it.



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Today's smartest floors wear **KENTILE®**



KENTILE Vinyl Asbestos Tile (KenFlex®). Colors shown are: Black Domino, Pink Ovation, White Opal and Cameo. Grey KenCove® at partition base. Note harmonizing counter top of Kentile Cushion-Back Vinyl.



The happiest kitchens have floors of KENTILE Vinyl Asbestos Tile!

Greaseproof! Easier to clean! Longer wearing!

Sliding windows and panels of glass plus the formality of important-looking drapes make this kitchen and dining area a delight to dine in. Still a further delight is its unique and excitingly different floor of KENTILE Vinyl Asbestos Tile. Amazingly durable . . . scuff and mar resistant . . . a cinch to clean . . . and all other good things . . . this wonderful flooring is a boon to every homemaker. Furthermore, with just an occasional no-rub waxing, its colors keep sparkling bright through years of hard wear. Want more details? . . . just see your local KENTILE flooring dealer. You'll find him listed under FLOORS in your classified phone directory. Kentile, Inc., Brooklyn 15, N. Y.

So easy and inexpensive to do-it-yourself!



KENTILE FLOORS

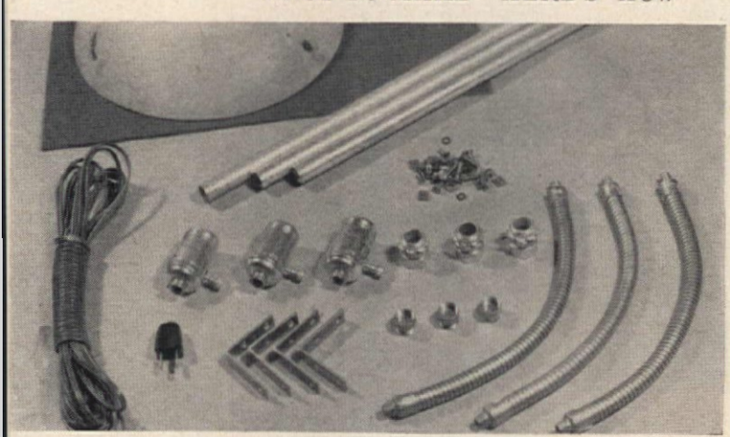
AVAILABLE IN VINYL ASBESTOS • SOLID VINYL • CUSHION-BACK VINYL • RUBBER • CORK AND ASPHALT TILE . . . OVER 150 DECORATOR COLORS!

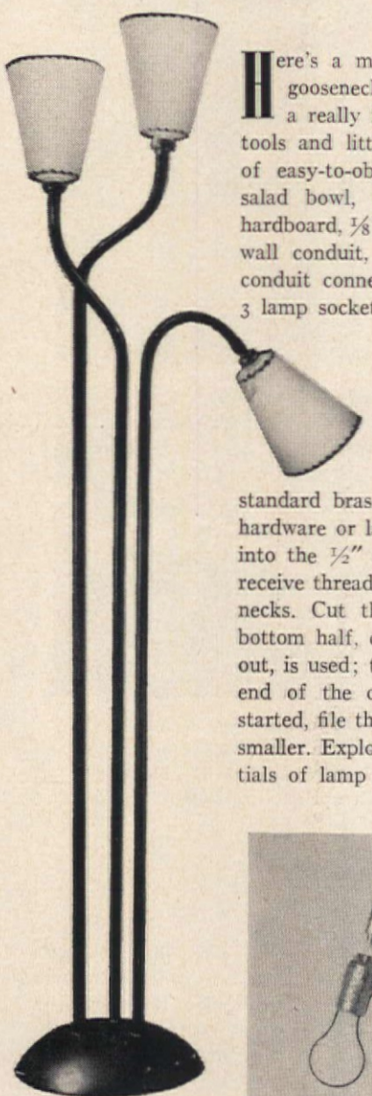
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RON AND MARION ANDERSON

3-WAY LAMP FOR $8.50

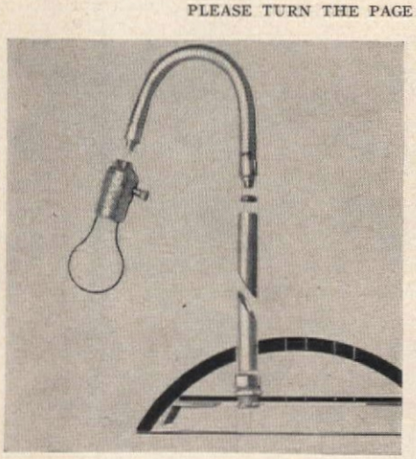
EASY-TO-MAKE—HERE'S HOW





Here's a modern floor lamp with three gooseneck-mounted lights that make it a really flexible lamp. It requires few tools and little work, uses an assortment of easy-to-obtain parts, including: wood salad bowl, 11″ in diameter; tempered hardboard, ⅜″ thick; 3 lengths of ½″ thin-wall conduit, 35″, 38″ and 41″ long; 3 conduit connectors; 3 flexible goosenecks; 3 lamp sockets; 3 or 4 small angle irons; 25′ rubber-covered lamp cord, screws and stove bolts; 3 female cap reducing bushings and 1 plug. Key items are the 3 female cap reducing bushings which are standard brass lamp fittings obtainable in hardware or lamp stores. These are forced into the ½″ conduit, adapting conduit to receive threaded ends of the flexible goosenecks. Cut them in half first. Only the bottom half, containing threads inside and out, is used; this section is driven into the end of the conduit. If it's hard to get started, file threads to make fitting slightly smaller. Exploded view below shows essentials of lamp construction.

PLEASE TURN THE PAGE



Get-acquainted WARP-PROOF Fry Pan Offer!

SAVE $1.41





MIRRO warp-proof 7″ fry pan with cover regular $3.10 value, now only (limited time only) $1.69

YES! This is the genuine MIRRO Aluminum fry pan that's *guaranteed not to warp or your money back!*

It's the handiest pan in the kitchen! Use it, hard, every day. See how it stays flat-bottomed, stands solidly on the stove, without warp or wobble. *Then* get the rest of the set . . . the handsome, practical 9″, 10″, and 11″ sizes.

Start your set now, and *save!* This offer is *limited*. Get it early, at department, hardware, and home furnishing stores, wherever dealers sell the finest aluminum.

your best buy... MIRRO THE FINEST ALUMINUM

WARP-PROOF FRY PANS	DOMED COVERS
9″, $3.25	9″, $1.25
10″, $4.25	10″, $1.35
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Prices slightly higher in West, except on 7″ get-acquainted offer

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COMMENDED PARENTS' MAGAZINE

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UNIVERSAL Coffeematic

with the FLAVOR-SELECTOR



Pours at more parties than any other Coffeemaker!

And it's no wonder! The magical Flavor-Selector lets you choose the exact strength you prefer. Coffeematic brews to perfection, signals when ready and keeps coffee piping hot without increasing the strength. You can be as proud of the coffee you make in a Universal Coffeematic as you will be of its shining chrome-on-copper beauty. Choose one at your dealer's today! $19.95

Chrome on solid copper, *from*

Big family or small — there's a Coffeematic for you!



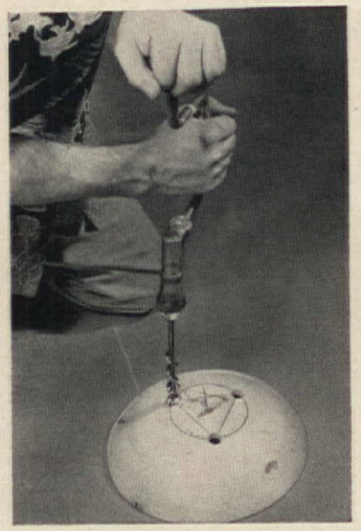
5-cup chrome or copper | 8-cup chrome | 8-cup chrome | 10-cup chrome | 10-cup copper

UNIVERSAL

LANDERS, FRARY & CLARK, NEW BRITAIN, CONN.

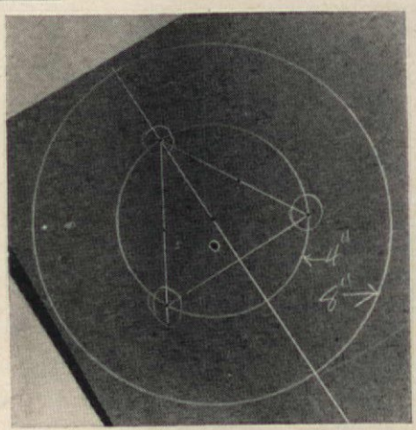
3-Way Lamp for $8.50

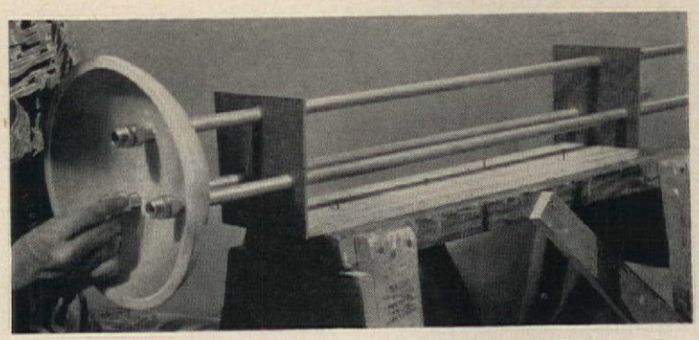
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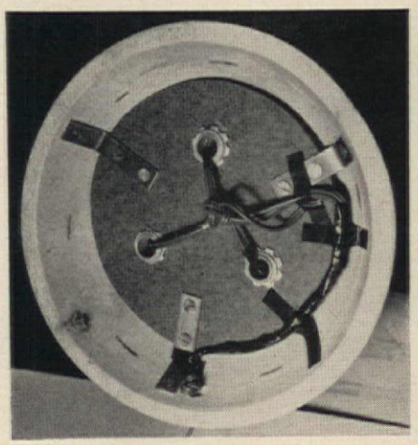
Make the lamp base from a salad bowl. First remove wax finish, using coarse sandpaper, and drill three ¾" holes in the bottom of bowl at equidistant points around the 4-inch circle. These holes receive the ½" thin-wall conduit. Connectors are tightened on conduit ends before putting on hardboard bottom.

Since conduit must be anchored rigidly inside base, cut 8" disc out of hardboard; draw 4" circle and drill 3 more ¾" holes around it in bottom of bowl. Conduit uprights can be slipped through bowl where connectors are attached and tightened.





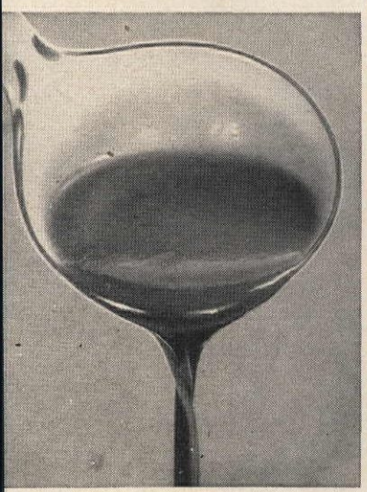
To align uprights, make a temporary support of two 6x6" pieces of hardboard with ¾" holes drilled in the same position as they were in bowl bottom; nail 6" pieces to ends of a 24" length of scrap board or plywood. Slip conduit uprights through the holes.



Bottom view of base shows hardboard disc secured by screws, stove bolts and small angle irons bent to curve of bowl. Attach goosenecks; connect light sockets with lampcord; thread wire through lamp; splice to main wire; for wall outlet, connect plug.

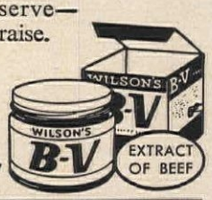
THE END

WILSON'S **B-V** gives Gravy that T-Bone Taste



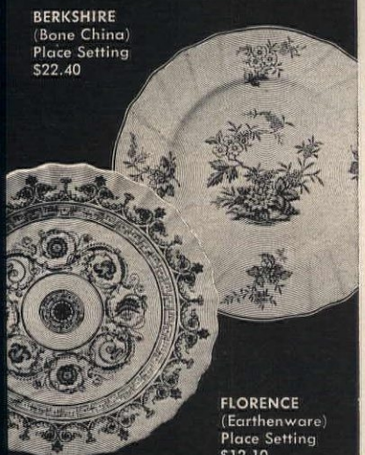
Hearty, rich brown gravy every time. So easy—just blend 4 tablespoons drippings in meat pan, blend in 4 tablespoons flour, add 2 cups hot water or milk with teaspoon of B-V. Cook until thickened—serve—expect high praise.

eading Chefs dd B-V to amburgers, eat loaf, stews, oups, too!



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THE FINE ENGLISH DINNERWARE

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Place Setting
$22.40



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VERA BRYANT

The heart of our home, the kitchen, retains its original country character in spite of up-to-date equipment and a general paint application →



yours... that look of

CONFIDENCE

From the top of your Paris-inspired hat to the tip of your Italian-toed shoes—you're calm, poised, *sure* of yourself. Anybody looking at you would *know*—you're a woman of *convictions*—not just about the clothes you wear, but the things you *do*, the things you *believe* in doing.

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Invented by a doctor—now used by millions of women



We Love Our Old Kitchen (Continued)

In the living room a half-spindle settee with a denim seat cushion invites the weary traveler to come in and "sit a spell." The dry sink holds some handsome white ironstone teapots and tureens.

"When my husband and I decided to transform an old farmhouse we'd found in the mountains, we had one thing in mind. We love antiques and enjoy using them every day—not just 'for best' or as ornaments. So, throughout the house we wanted to retain a 'country air' to our home, without sacrificing it to convenience. One of the best examples I can give of this accomplishment is in the kitchen, the heart of our home.

"Here, for example, the batten door of the closet, displaying a collection of antique trivets and cookie cutters, still wears its original wrought-iron latch. On one side, which we've dubbed the 'Gossip Corner,' a barn-red shelf holds a telephone, and for a lengthy conversation there's a piano stool decorated with a Pennsylvania Dutch 'hex sign.' Above is a collection of tin and wooden kitchen implements. In one corner there's also space for the little arrow-back rocker, my favorite chair and place for braiding rugs. To make room for my collection of miniature lamps, pewter, and choice antique pieces, Bill built the shelves and cupboards. There's really a place for everything and most of it's used every day."

The Boston rocker finds a cozy corner between the drop leaf table and the built-in cupboard whose shelves are filled with favorite antique pieces. The clock you see is of antique vintage, too.





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It's the Magic Touch of "SCOTCH" Brand Tapes



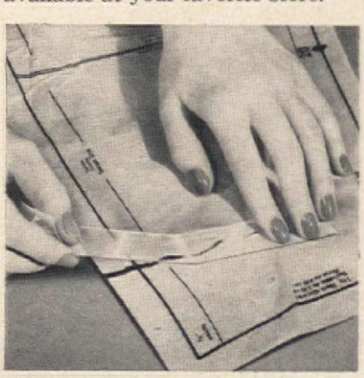


FOR SPRAY PAINTING . . . use "SCOTCH" Masking Tape to cover parts not to be painted. Stretchy tape hugs irregular surfaces, paint will not bleed through. Strips off quickly, leaves a neat clean edge. Get "SCOTCH" Masking Tape in handy cutter-edge carton, 35¢, 69¢, 98¢ sizes, wherever paint is sold!





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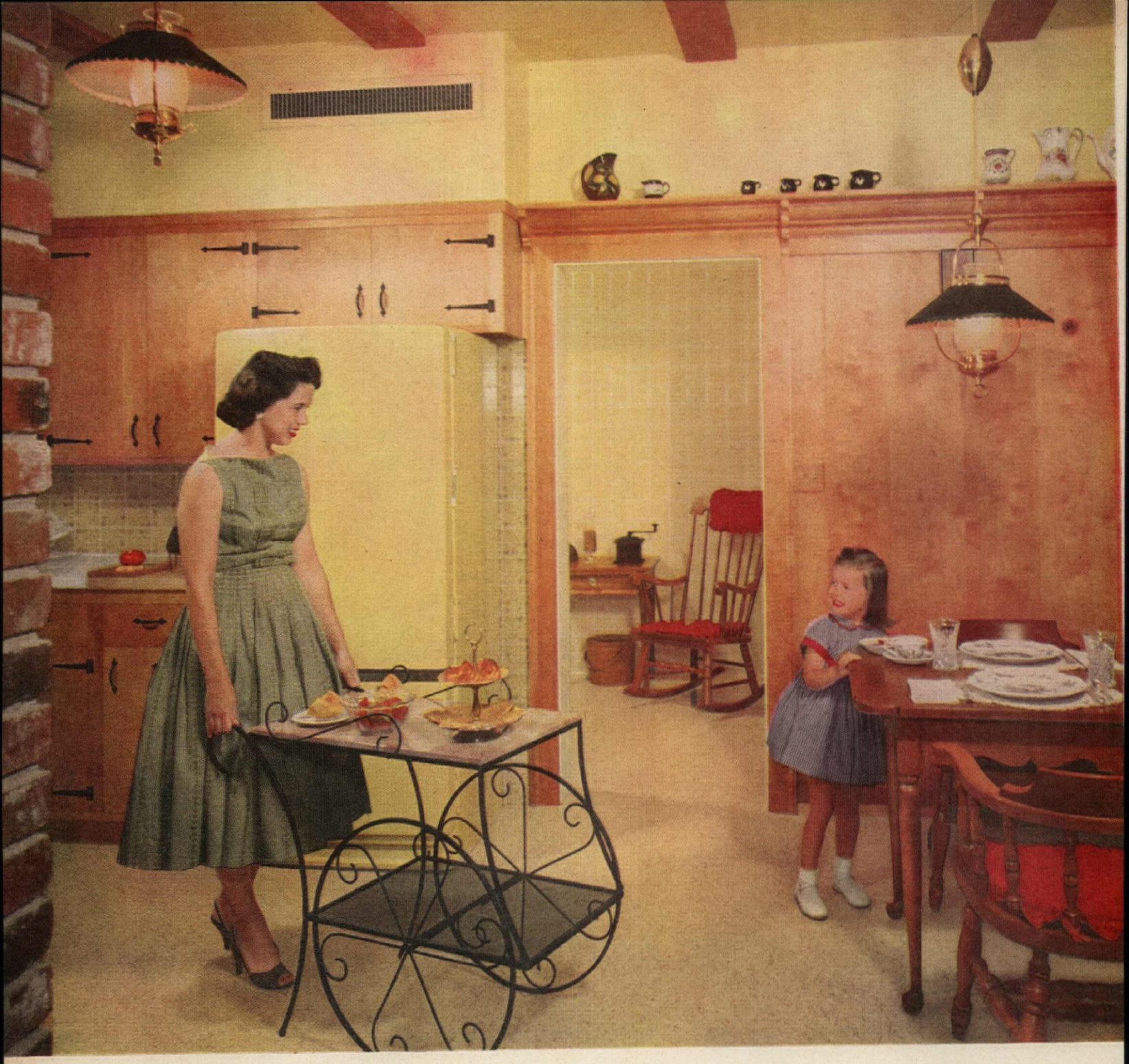




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"We love our new kitchen – Americana

From woodsy tones to marble counters,

a real touch of yesterday—yet advanced as tomorrow!

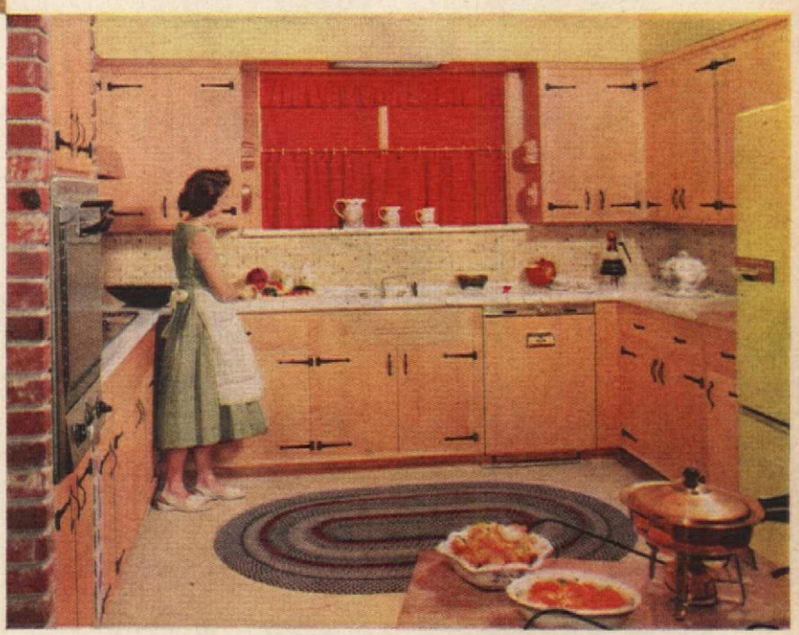


too!"



A red brick wall—elegant complement to the dining area. Special serving nook has marble counter, ceramic tile wall. The Earnests use it for buffet service of family room and dining room.

Homey touches—a braided rug and provincial curtains! We'll wager Barbara gets plenty of light but has privacy too, with these café-type curtains. A decorative valance at the top gives a finishing touch. Pull-down blind of the same material gives protection from the sun.





EDITH RAMSAY

A lavabo with hibiscus from the garden, pine, black hinges, wood beams, a brick chimney wall, a rocker for just plain rocking, a pantry back in favor . . . all amid autumnal colors: reds, yellows and browns! What could be more American? That's what endears this kitchen to the Walter Earnests of Miami, Florida. BUT, there is another reason, too. Plus the added charm of Early Americana, there's a certain confidence and security of having very modern equipment to make this charming kitchen functional. There's not one thing in the kitchen line that the Earnests want to indulge themselves in that they cannot do. Yet have they forfeited anything American? I should say not! As collectors of antiques, the Earnests favor their kitchen. They built a very high shelf atop the pine wall for these collector's items —handsome to look at and away from danger's reach!

This entertainment-minded family find it's a snap the way their kitchen is arranged. At left, daughter Barbara Earnest Bynum and granddaughter Beth, who visit the family often from nearby Miami Shores, help do their bit toward a yummy dinner about to be served. Eating area, close enough to the cooking area, yet far enough away to have that "apart" feeling, is handsomely lighted by a pull-down replica of an old-fashioned kerosene lamp. Just off the eating area is the utility room with the washer and dryer. A favorite spot for Mrs. Earnest, she reserves a space here for her very own. She calls it her "sitting corner." Off the utility room is a walk-in old-fashioned pantry. The cooking and serving area boasts a built-in oven and cooking surface and marble counter top. Other touches of functional materials include a ceramic-tile wall; spatter-design flooring in reds, yellows, browns—both easy to clean.

DATA: ELIZABETH CLEMONS
DECORATOR: HAYGOOD LASSITER
ARCHITECT: CURTIS HALEY

More time for fun when ironing is done faster... cooler... easier on a...



Rid-Jid Knee Room

ADJUSTABLE ALL-STEEL IRONING TABLE

Save time . . . save energy . . . iron the easy way on a sparkling new chrome and yellow Rid-Jid Knee Room Ironing Table! Rid-Jid's exclusive knee-contoured leg design gives extra inches of knee room for really comfortable sit-down ironing. You iron at your comfort-level, sitting or standing, with 12 easy height adjustments. The Fully-ventilated, open-mesh steel top lets steam and moisture through . . . makes ironing faster, cooler, easier.





The Rid-Jid Knee Room Ironing Table is on sale now at your hardware or department store at a *new low price.* Look for it!

Perfect companion to the Rid-Jid Knee Room is the new Rid-Jid Roll-Or-Tote Laundry Cart. You can raise it . . . lower it . . . roll it . . . tote it . . . fold it. It's the laundry cart with a dozen uses.

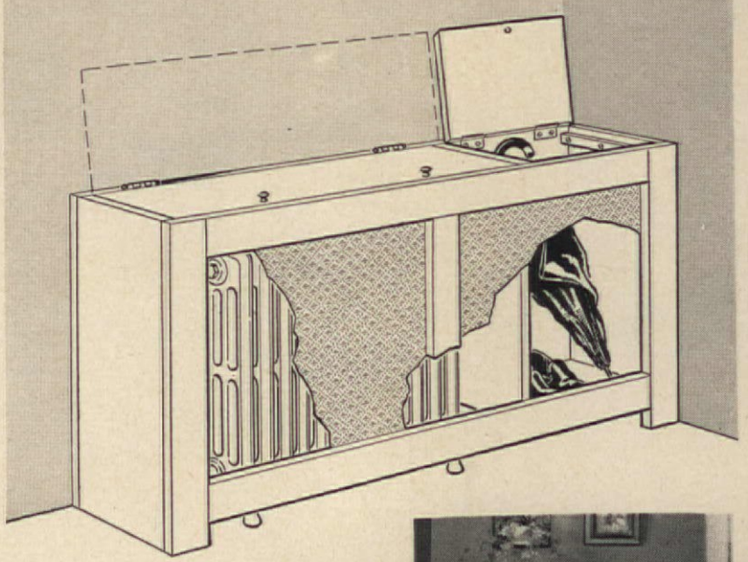






THE J. R. CLARK COMPANY • SPRING PARK, MINN.

UNDERCOVER STORY- RADIATOR PLUS STORAGE





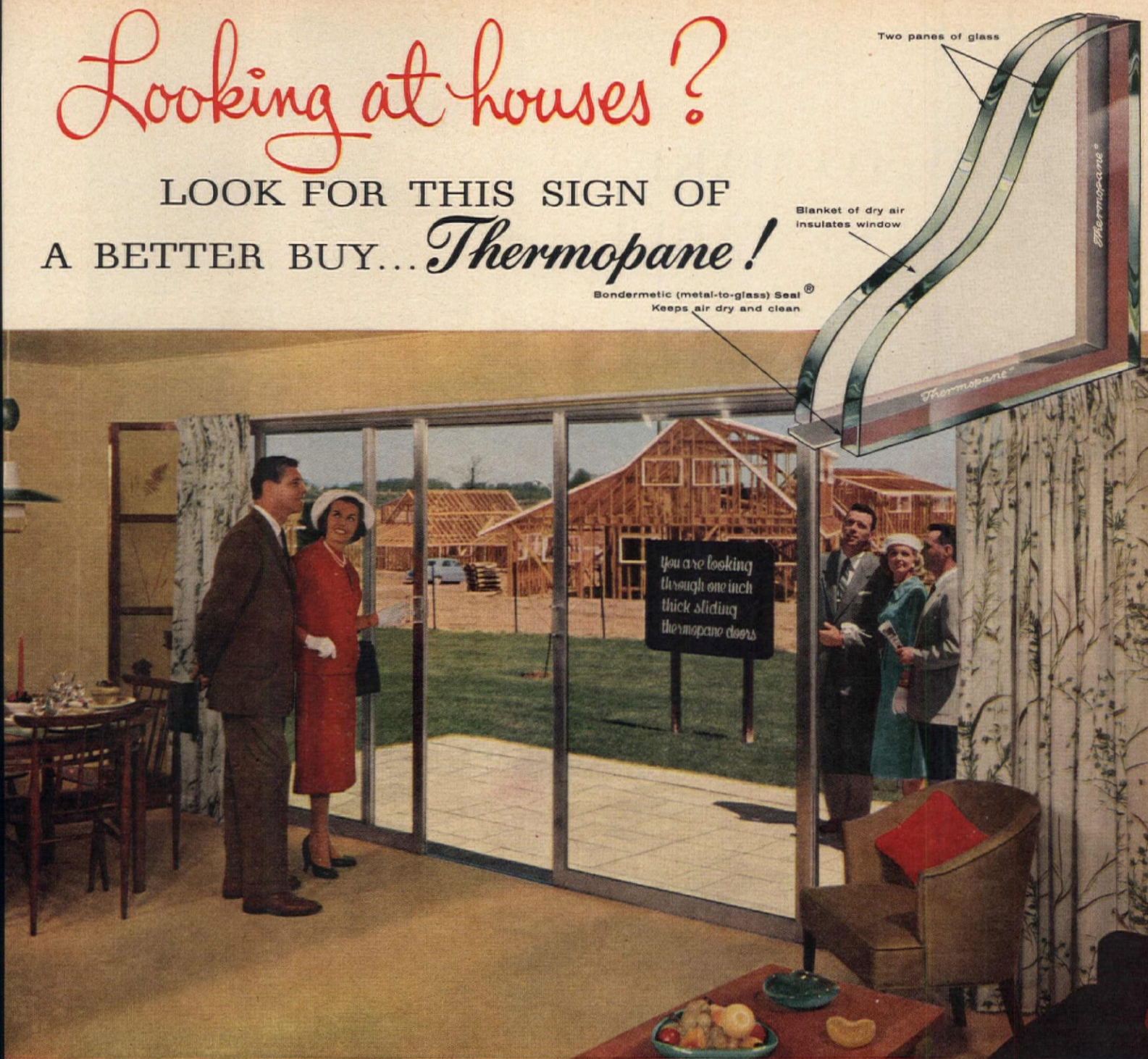
The radiator cover in this entrance hall serves as a catch-all for gloves, packages and such etceteras. The compartment in one end of cover provides storage for muddy rubbers and wet umbrellas. Tops on storage compartment and radiator lift back for easy access to their interiors.



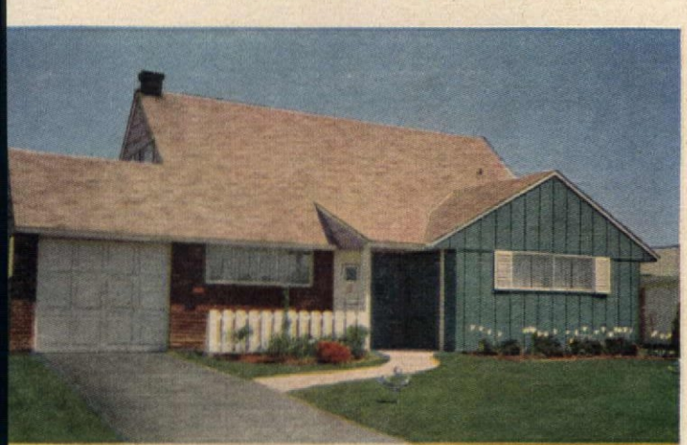
Plus finishing off an end wall in fine style, this cover does a lot more than hide an unsightly radiator core. Both ends are put to work as storage space, one concealing a phone book and telephone, the other a radio. Radiator cover is made of plywood and expanded metal. The reason for the use of metal on the top: to get a maximum heat from the radiator unit.

Looking at houses?

LOOK FOR THIS SIGN OF A BETTER BUY... *Thermopane!*



For only $14,500 you can buy this Levittown "Pennsylvanian" with insulated sliding glass doors of Thermopane®!



This is one of five different styles of the "Pennsylvanian" constructed in Levittown, Pa., by the famous builders, Levitt and Sons. The price of $14,500 *includes* the 70' x 100' landscaped lot, all-electric kitchen and four bedrooms. Decorator: Alice D. Kenny.

Doors like this give you a wonderful new kind of wall that makes any house more fun to live in!

A wall that's *transparent* so you can always see out.

A wall that *opens* so you can glide it aside in summer to step in or out.

A wall that's *insulated* so you stay more comfortable even in the coldest winter weather.

Every window and door your builder glazes with *Thermopane* insulating glass brings you closer to a *completely* insulated house. He saves you just that much more money in heating (and air-conditioning) bills. You stay more comfortable. Your home is more valuable. *And* you'll never have to worry about *storm sash! Thermopane is self-insulating!*

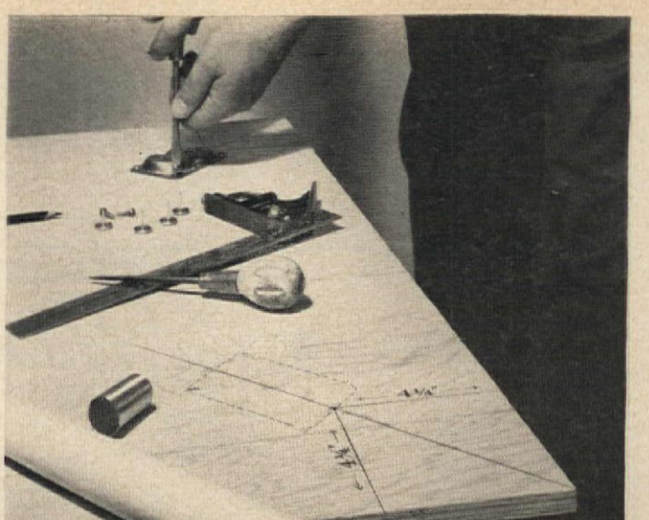
For our free *Thermopane* book, call your L·O·F Distributor or Dealer (listed under "Glass" in the yellow pages). Or write Dept. 497, Libbey·Owens·Ford Glass Company, 608 Madison Ave., Toledo 3, Ohio.

L·O·F GLASS

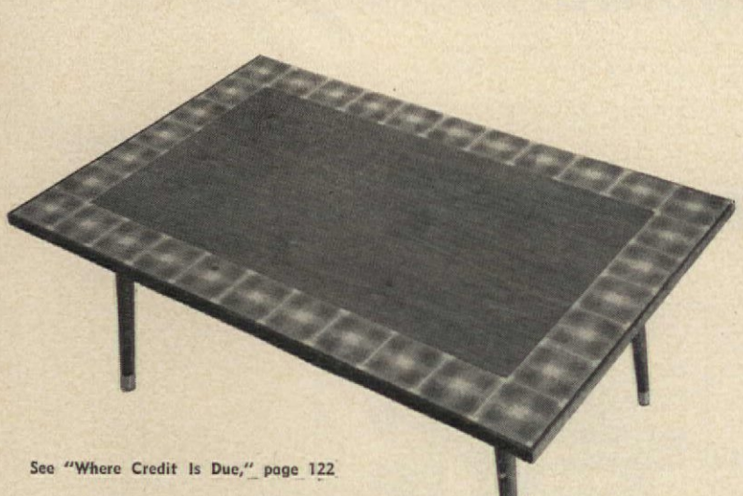
Thermopane
INSULATING GLASS

LIBBEY·OWENS·FORD GLASS COMPANY
TOLEDO 3, OHIO

Mark off corner of ½-inch plywood as shown for leg placement. Draw line 4¼" from each side as shown. Draw diagonal through 4¼" square and dotted outline of leg fixture. Finish by screwing on legs.



HOW TO MAKE A COFFEE TABLE



See "Where Credit Is Due," page 122

The Baums love this big coffee table, and so many friends admired it that we decided to offer instructions for making it. It's a practical, good-looking table we think you'll want to try.

First of all you'll need some essential materials, so grab a pad and pencil and make a list. You'll require a piece of ½-inch plywood, about 30x47¼"; one piece of one-side walnut veneer plywood, 21½x38¾", and a piece of cardboard the same size. Then you'll need some adhesive for the plywood and some 32 tiles, 4¼x4¼" in size. Don't forget adhesive for the tiles. Finishing touches will include 14 feet of walnut stripping, ¼x1 3/16" in size, and a set of four brass-tipped legs with their fixtures and screws.

Wonderful wake-up colors for bedspreads. RIT dyes them in your washer!

You get full, rich color in just hot tap water with RIT High Fidelity Dye



still only 25¢

Guaranteed for all fabrics except, of course, glass or mineral fiber.

Pinks that shimmer, greens that sparkle—any color's a richer color, thanks to Rit High Fidelity Dye. For Rit needs only your washer's action to spread pure color through every fiber. Start with a bedspread* and, before you know it, you'll be dyeing curtains, cushions, scatter rugs—a whole new color scheme.



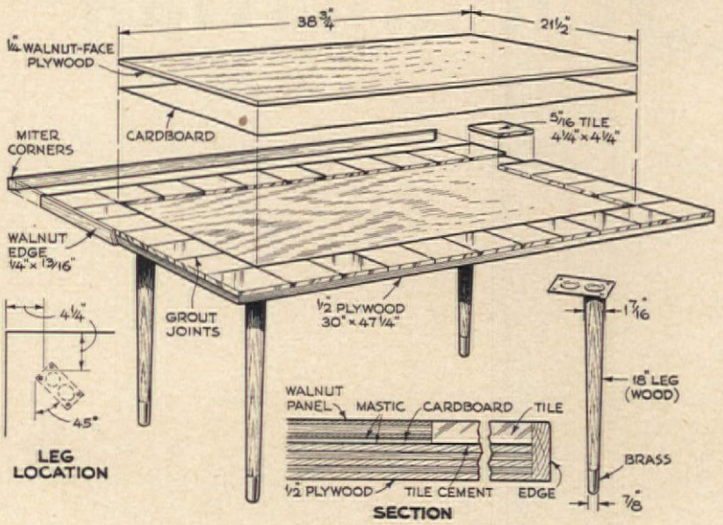
Easy directions for washe dyeing are in every Rit pac age. For information and col suggestions write: Miss Ri Rit Products Division, Indian apolis 6, Indiana.

In Canada too

**All bedspreads pictured are Rit-dyed, of course.*



Put tiles in place temporarily and mark location. Remove tiles, brush on enough adhesive for a few at a time.



Let's begin: First, mark off corners as shown. Draw a line around the ½-inch plywood table top, 4¼ inches in from the edges on all sides so you can use it as a guide for laying the tiles. Place one tile in each corner and continue laying them. These will be in place temporarily, to mark positions with pencil. Remove tiles, brushing on enough adhesive for a few. Position corner tile, follow with two more. Start from opposite corner and repeat.

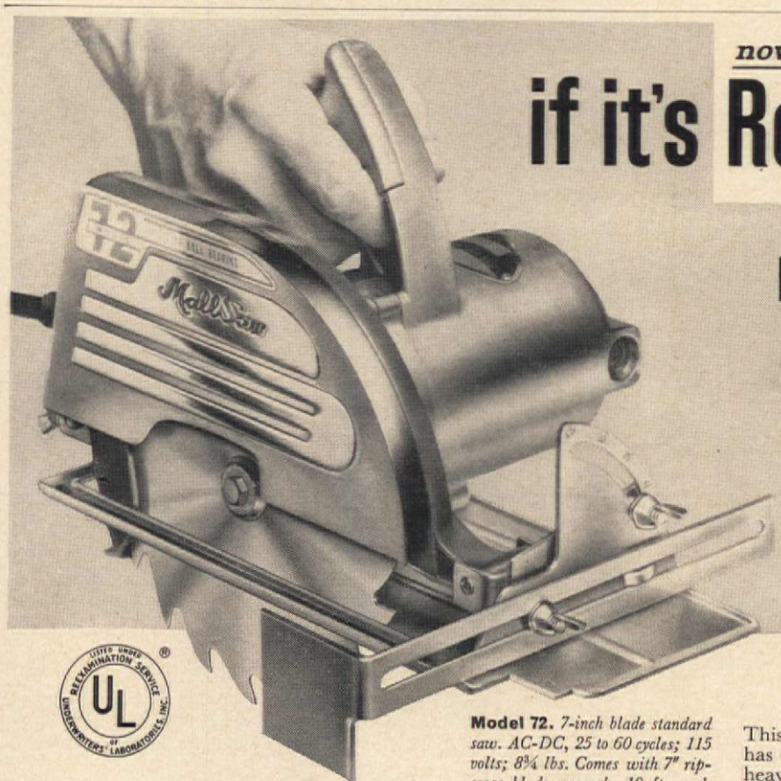
Finish one side and repeat on the other side. Since the adhesive dries fairly rapidly, use only a little at a time as recommended. Clean off all surplus adhesive. Allow tiles to set overnight. Brush on a coat of adhesive for plywood, then set cardboard in place. Brush another coat of adhesive over the top of cardboard; set walnut plywood panel in place. Allow to dry thoroughly.

Remove brass tips from legs by unscrewing at the bottom. Sand entire table, including legs. Stain legs a light walnut; dry 24 hours and sand lightly. Brush on a coat of clear lacquer or pure white shellac, mixed as follows: 5 parts of wood alcohol to one part of best quality shellac. Dry, and dry *thoroughly*. When you're sure, rub surface with a mixture of several teaspoons of rottenstone mixed with boiled linseed oil to the consistency of a thick paste. Rub on lightly with the grain of the wood. Dry, wipe off any surplus. After two weeks the table may be waxed.

THE END

now, in power tools, too,

if it's Remington, it's right!



lightweight handling ease; heavyweight cutting power!

These great features make this powerful saw right for you!

- Cutting capacity of 2 3/8 inches.
- Cuts 2 x 4 at 45° angle.
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- Compact design for easier handling.
- Powerful motor.

Model 72. *7-inch blade standard saw. AC-DC, 25 to 60 cycles; 115 volts; 8¾ lbs. Comes with 7" rip-cross blade, wrench, 10 ft. cord, plug and ground. $74.95*.*

Cuts tile and metal with quick blade change!

This rugged, compact electric saw has the power and performance of a heavy duty model. Yet it has the handling ease of a lightweight tool—an ideal saw for the home workshop! Blade changing is quick for plasterboard, tile, sheet metal and other tough cutting jobs. This saw is built with the quality and precision that have made Remington—manufacturer of sporting firearms and ammunition—famous for 141 years.

Fast, efficient power tool service is available at a network of service stations with factory-trained personnel.

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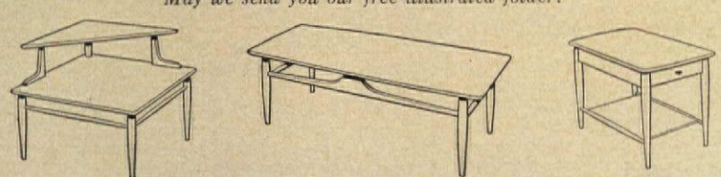
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whistle-clean modern in genuine walnut



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May we send you our free illustrated folder?



Mersman Tables

MERSMAN TABLES *"the costume jewelry of the home"*

Turn of a Knob

(Begins on page 66)

plan might feature a long fluorescent wall light bracket extending across the entire bed wall at a height of about 4 feet 9 inches above the floor, as shown in the photo below. Paint or paper the bracket board to match your bedroom wall. Or you might also "upholster" the wall in the material used for your bed spread. By using separate switches on the fluorescent lamps (bulbs) over each bed, individual light control can be exercised (for reading, etc.). If your walls are painted, large, rather important pictures can be nicely lighted in this manner when hung on the wall over the light bracket. The dimmer permits a soft glow or a brilliantly bathed wall to add to the room's effectiveness. Light from this type of installation is directed both up and down.



Should you be one of those fortunate persons who are planning or building a new home, don't overlook the tremendous saving made possible by building your lighting in along with your architectural and decorative features. Whenever you have an area that you want to dramatize, play up, show off, or enjoy to its greatest extent, consider the use of a dimmer system and featured lighting.

Some general rules of use that might be helpful when planning your room areas are:

Bright colored walls grow brighter when the amount of light thrown on them is increased. Pale-colored walls grow even paler, by the same token.

If you want to "step up" a wall color use light that adds some of that same color to it. Blue bulbs make a blue room even more so, and pink bulbs added to a pink room increase the apparent warmth of tone. Opposite colors tend to gray or neutralize their opposite wall tones; green will "gray" down a pink wall and pink will "neutralize" somewhat a green wall. But that is part of the fun made possible by today's bag of electric decorating tricks. A room decorated with white walls and quite a bit of white elsewhere in the room will seem very cool and tranquil under blue or green bulbs. The same room shows great warmth and seems a little smaller when all light bulbs and lighting are amber, gold or pink.

If you decide to use a particular shade of lighting in a room try to be consistent in your light plan so that you do not create a "patchwork" pattern of several kinds of colored lighting, unless that is the effect you want. The use of your room will more or less dictate the effect desired. Some recreation or family rooms as they are now called, can use a variety of light colors if you plan them carefully. Colored lights projected on a white ceiling, well concealed as to source, when combined with compatible colors in the furnishings of the rest of the room, can create a gay, carefree mood.

The most important thing to remember is to plan how to use light well, not just let it "happen." Learn to know equipment and materials as well as your family's habits, needs and desires, so they'll be even happier—when you've finished. THE END



Loomed by American labor to beautify American homes

Magee works a special magic! In classic tradition, we designed Cathedral to give an enriching touch of elegance to modern rooms, the simplicity to enhance period rooms. Its high cut pile is shaded with uncut loops against a low textured ground. Cathedral, of heavy wool yarns, comes in Aqua, Beige, Cocoatone, Green and Grey. 12', 15' widths. Easy payment plans available.

SEND 25¢ FOR MAGEE'S NEW DECORATING PRIMER TO THE MAGEE CARPET COMPANY DEPT. A-1, BLOOMSBURG, PENNSYLVANIA.

They're wise to the ways of comfort... these Honeywell Thermostats



The new Day-Nite Round, shown above, actually clocks your comfort for you. At bedtime, you set it for cool sleeping comfort. Then before you awake it turns up the heat so the house is warm when you get up. A real fuel saver, too, for working couples. Set heat low when you leave the house . . . it automatically turns up the heat before you get home in the evening. Handy feature: outer ring snaps off for painting.

Golden Circle for heating, cooling. Works with outdoor thermostat for Electronic Moduflow comfort.

Honeywell Round, world's largest selling thermostat for heating. Watch-like accuracy.

Year-Round Thermostat controls heating *and* cooling; gives finger-tip control of either.

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MINNEAPOLIS **Honeywell**

First in Controls

Whatever your thermostat needs . . . Honeywell has the answer. Just ask your builder or heating and air conditioning contractor.



Capitalizing on the handsome vintage Colonial, a house remodels with a

REMODELED TO CAPTURE

BARBARA HART

Here's a house full of sunshine and color—yellow and white and flower-filled! Once a nondescript, rather stereotyped Colonial, circa 1925, it was brought into the light under the creative care of an owner who's both a garden enthusiast and an amateur decorator of some renown.

Like many homes of its period, the house was well built, with nicely proportioned rooms and a good-sized lot with large, stately trees. But, as the owner complained, "The place was too dark to suit us, so we just let the sunshine in." Letting the sunshine in took many a subtle stroke both inside and out, as you'll soon see.

The finished effect centers about the skillful arrangement of the conservatory, a 9x8′ working greenhouse that has proved a genuine ornament to the east side of the house. On the opposite side, to balance the conservatory, a small bay window (with Chippendale railing above it) was added to the living room. The new window also serves to let in much more light than had three small, high windows in the original living room.

Together with a new front shutter-door, the exterior has been finished off with a sparkling overall paint treatment in yellow and white.

The interior displays further



At the entrance to her garden the owner stands beside a distinguished example of her collection of antiques—an intricately patterned wrought iron gate of Georgian origin.

evidence of the owner's touch. It is equally bright and cheerful, with flower-colors of misty blues and greens, pinks and golds, enhanced by the warm fruitwood tones of French and Italian antiques and reproductions. A Dutch door replacing a window now connects the dining room with the conservatory, where the morning sun can shine upon gold draperies.

Without sacrificing the trees in the side yard, the owner managed to both brighten her living room and turn this shady spot, a mere 18 feet wide, into a distinguished garden. Year-long greenery is achieved by bordering the flagstone walk and terrace with myrtle, ivy and evergreen shrubs.

Designed primarily for privacy, the natural wood lattice of the garden wall also makes an interesting textural backdrop for innumerable arrangements of potted plants and flowers from the conservatory. You'll notice sunny portions of the wall spotlighted by the glowing red of potted geraniums. The wall's brick base has been given a light coat of white paint to make it look like an old wall's peeling painted surface.

One end of the terrace forms a conversational center where the owner and friends can relax in comfortable wrought iron furniture to enjoy to the fullest measure the beauties of the surroundings. Summer or winter, you have the feeling actual weather doesn't really matter—everything here's so peaceful and inviting.

proportions and solid build of its greenhouse, a bay window and sunny colors

NEW JERSEY SUNSHINE

The chief gardener surveys her handiwork, the shadowy side yard which she transformed into a distinguished garden spot. Wrought iron furniture forms a comfortable group at one end of the terrace.





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Benjamin Moore® paints

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ANNE H. HELLICKSON

They Left the Outside Alone and



From the street the home of Bob and Maybelle Berg looks much like the other century-old rooming houses near the University of Minnesota campus. The surprise comes when you enter the Bergs' apartment and find a sanctum in a very modern mode. The reason for putting all their efforts on the inside was really twofold. First, the lack of funds, and second, the "inside job" provided Maybelle with the raw materials she needed for a home economics course she was taking at the university. With the help of husband Bob, who enrolled in night school to learn woodworking, Maybelle renovated the living-dining room and kitchen as a class project.

THEY SPENT THEIR TALENTS ON THE INSIDE



Snack bar counter conceals radiator; stock size stools fit under it nicely. Lowered ceiling hides stairway overhang; recessed spots light corner.

One of the first steps was to install a plaster board ceiling throughout and finish it with textured paint. Next, pecky fir paneling hid the old-fashioned wallpaper and created a new mood for the living-dining room. Used horizontally on two walls, the panels cut down the apparent height of the 10-foot ceilings. Doors were faced with harmonizing grooved plywood.

Decorative tour de force in the living room is the planter which took nine inches of floor space. But even part of this serves as storage.

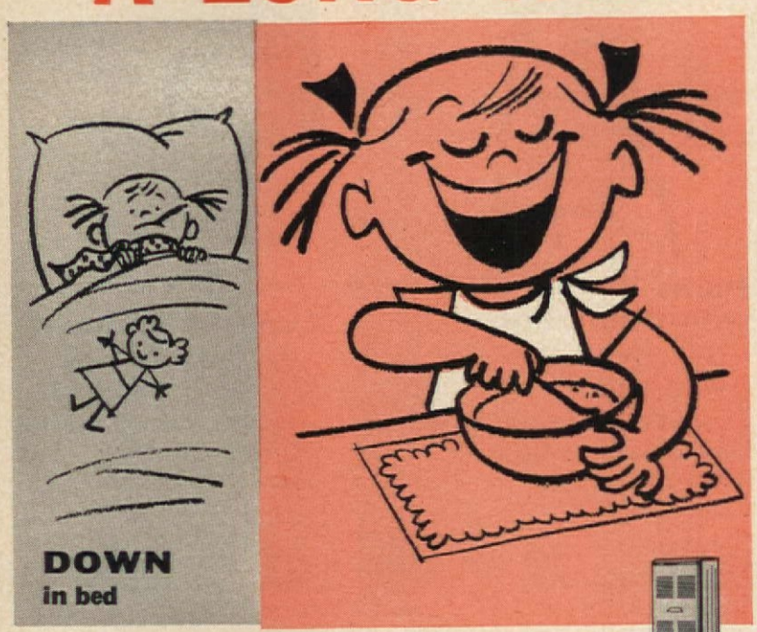
In the kitchen a snack bar and compact food preparation center were arranged for maximum efficiency. Kitchen door is made of wood and shutter folding panels, giving a maximum usable space for a narrow doorway.

Now that it's done, the renovating ideas seem obvious, but it took daring imagination to make this house serve its owners so well.



Kitchen work counter has drawers and cabinet for utensil storage; will hold knives, pans, other utensils. The sliding doors of overhead cabinets are Masonite panels.

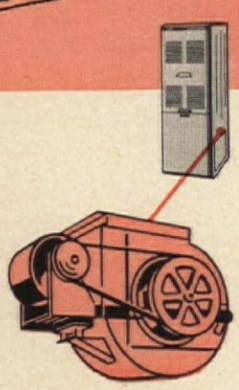
A LONG WINTER'S AHEAD . . .





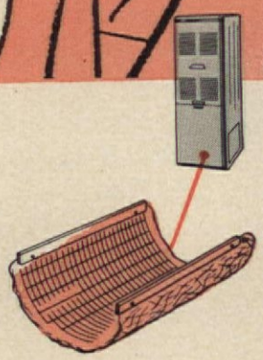
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Bob Berg reads to 8-year-old Danny while Maybelle starts to serve them a casserole supper. Behind them sliding doors conceal storage space for folding metal chairs. Adaptable table can be open to seat twelve. Shutters conceal radiators and can be left open for good circulation.



With shutters closed you'd never know this was a hobby corner. Partly opened shutter panels reveal hi-fi phonograph. Mirror on wall helps "enlarge" room.

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**Boys' room:* MATICO *Vinyl-Plastic in Stuart Red, Dover White with Black Feature Strip.*

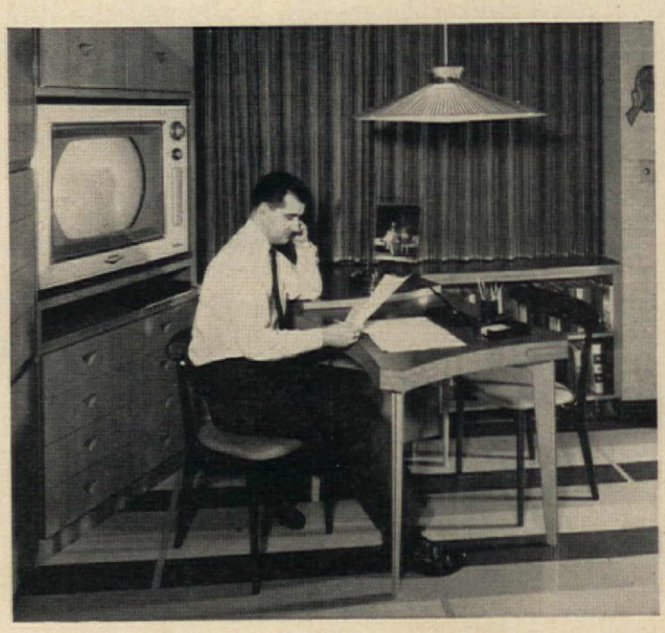
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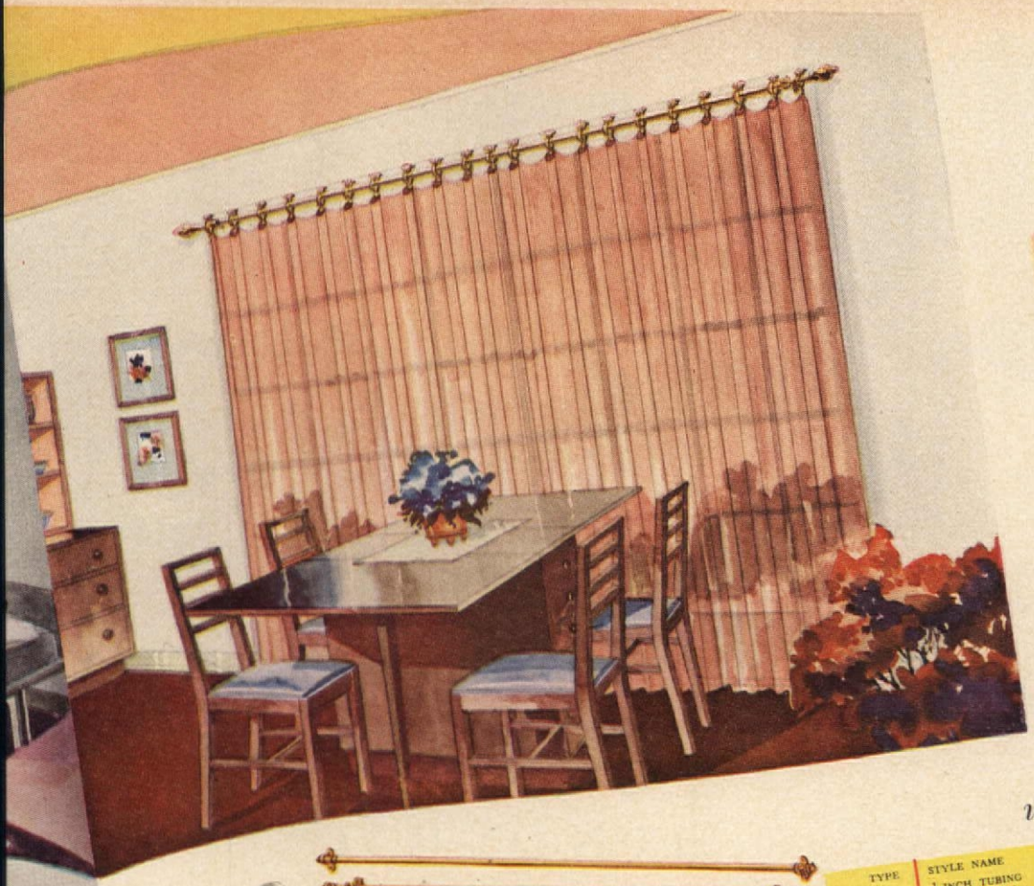
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HOW TO MAKE THE MOST OF A SMALL AREA





• It took a bit of angling to make effective use of the space in this small room. In a narrow area, the problem was to secure a work desk, incorporate a game table and, at the same time, allow for good television viewing. To a set of bookshelves running under the windows, Designer Hans Wormann attached a three-drawer wooden file with a curved outer edge, turned at a slight angle. The desk's work surface is also a game table, each of whose concave sides will fit the curve of the stationary drawer section. Swing-out shelves at each corner keep the table top free of snacks or ash trays when games are in progress. The television set is angled to assure good viewing from a narrow sofa along the wall at the right. In all, this small room makes an interesting composition, fulfilling its varied requirements attractively and efficiently, thanks to some out-of-the-ordinary planning.





orange color scheme

Mask B—Color 2

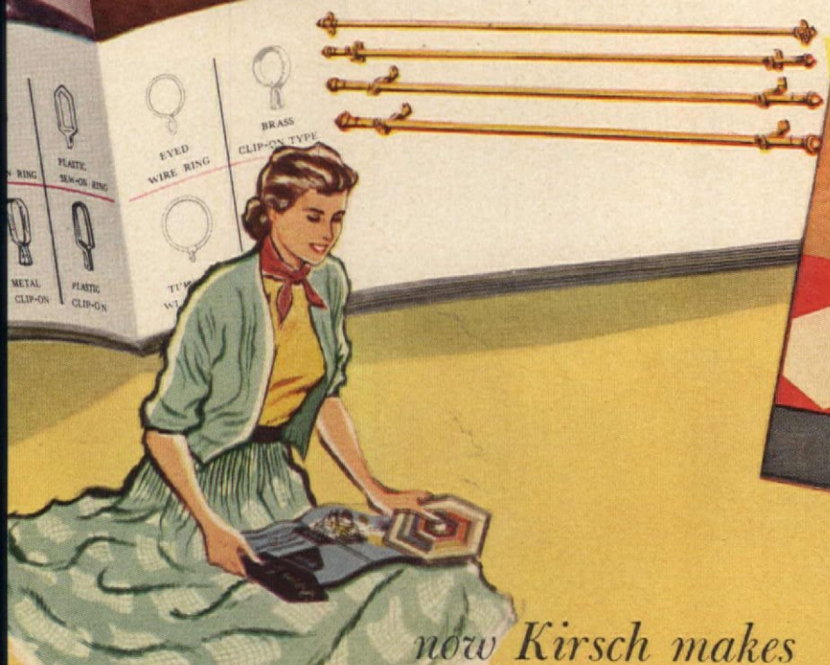
Here orange was selected as the basic color; mask B presented the *blue* family as complimentary. Note the generally warm effect of a color scheme based on orange.

more

café curtains

using adjustable round rods

Cafe curtains come out of the kitchen! Luxurious fullness can now be obtained, by using clip-held pleats which can be *ironed flat!* pattern and instructions on Page 21.





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FUN ON BOTH SIDES



DESIGNER: STEPHEN BILLE

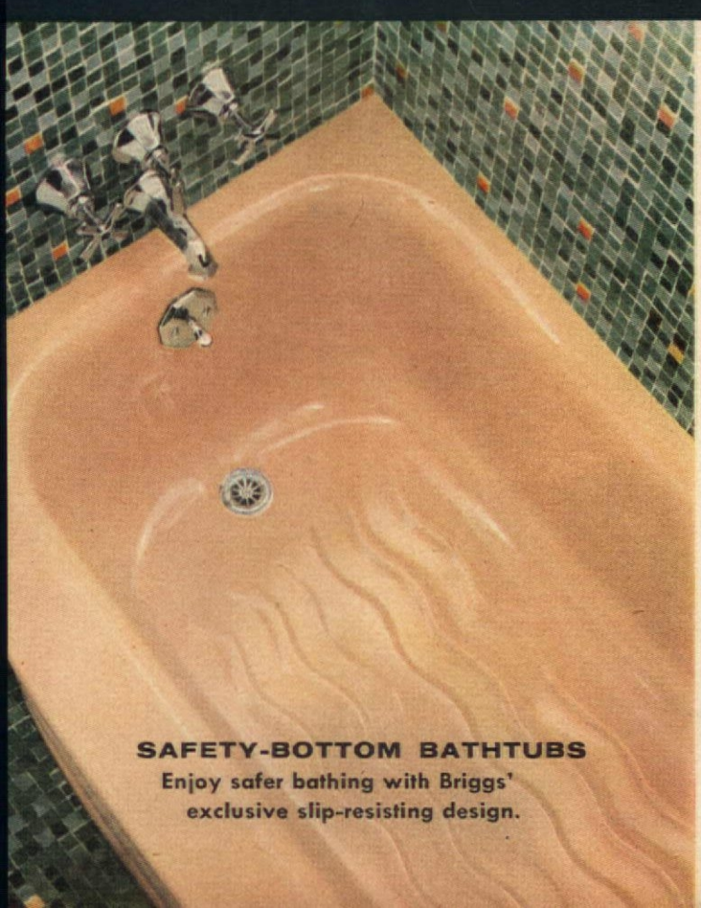
Used full size, it's a regulation ping pong table; half size, a card table

• Table tennis and cards are two games that put leisure time to good active use. Ordinarily you'd think two tables would be necessary to serve both pastimes, on the theory that a hand of gin rummy is a far cry from table tennis doubles, but that's not so—not with this table. Folded in half, it's a large square card table that will seat as many as eight people for cards—and serve them if they stay for dinner. And as for special dinner parties, just think how handy it would be opened up full-size as a wonderful buffet, or done up with a damask cloth and silver in a full-dress table setting. What's more, it dismantles for storage. Cost? About $25.

See "Where Credit Is Due," page 122

SEE PATTERN ORDER FORM ON PAGE 117





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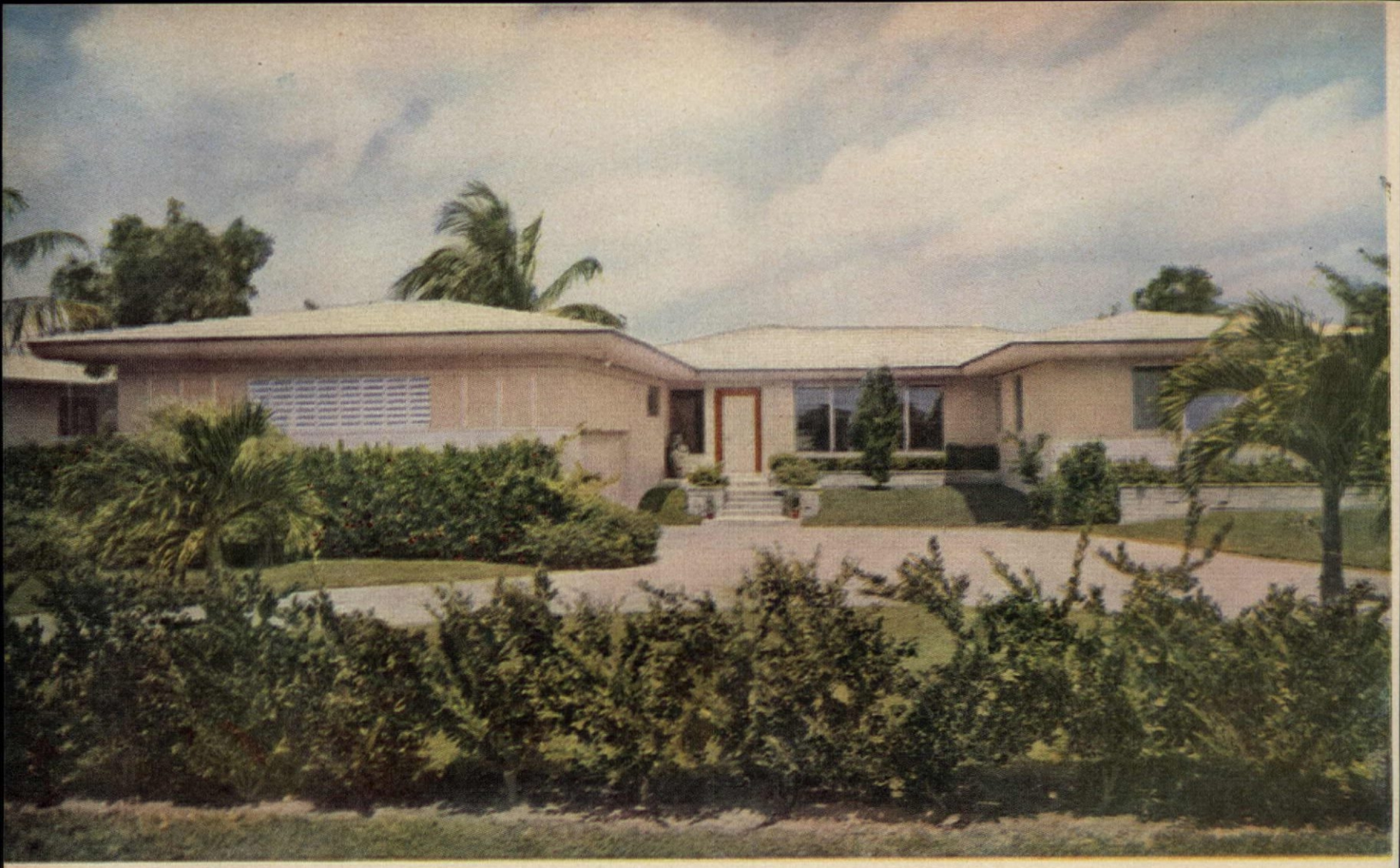
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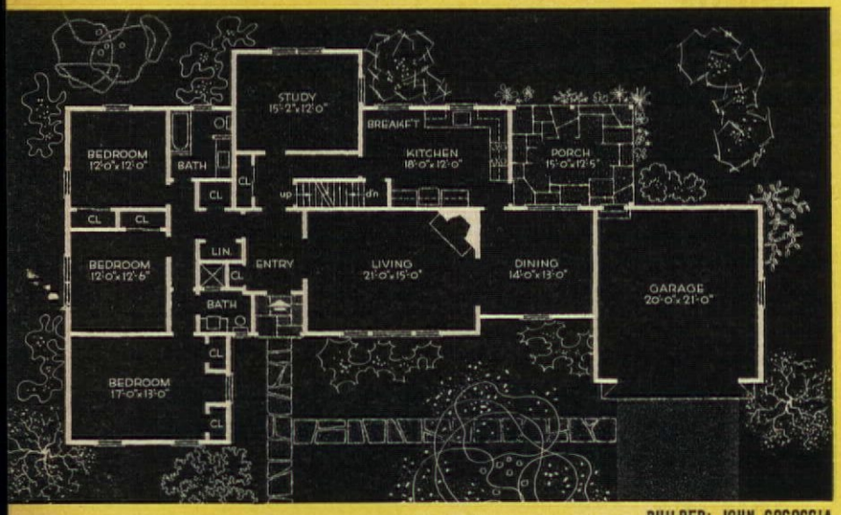
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BUILDER: JOHN COCOCCIA

Our Blueprint House #58 has a bright, enduring appearance that will be a welcome addition in any neighborhood. Inside, the floor plan translates the outer beauty in living comfort and working efficiency. There are seven rooms in all: living room, dining room, study, kitchen-dinette, three bedrooms plus an entry hall, full basement, covered porch and two-car garage. The excellent arrangement of the rooms gives the most living from each and creates an efficient overall plan. Bed, bath and study areas are the private quiet places they should be while the living, dining and kitchen area is laid out for easy entertaining and meal serving.



BLUEPRINT HOUSE #58

Porch off kitchen is a convenient outdoor living and dining room. Privacy's maintained by locating porch in the rear of the house.

See "Where Credit Is Due," page 122

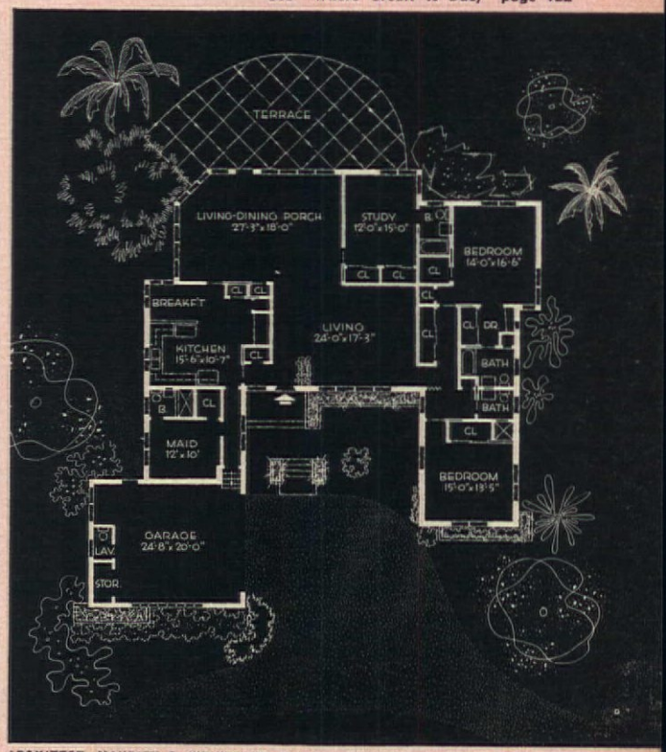
Comfort and Convenience are Built into Every Square Foot of this Spacious Florida House

For the utmost in convenient, comfortable living it's hard to beat this beautiful Florida Blueprint house. Planned to get the most from the warm, balmy climate, a great many windows throughout the house provide complete ventilation and merge indoor and outdoor areas. The jalousie window wall between the living-dining porch and the terrace brings space and light into the house and makes serving meals and entertaining on the terrace easy. For a quiet retreat, the study off the living room has plenty of floor and storage space and an around-the-corner window for plenty of sunlight, air and view. To keep the house cool in the noonday sun, wide roof overhangs protect the window exposures. The white roof is not for looks alone; its lightness reflects the sun's rays more than a dark color, protecting the house from the hot sun.

The bedroom section of the house is completely separate to insure privacy and quiet. Both bedrooms have lots of closet and dressing space and each has its own private bath. The kitchen is efficiently laid out and has its own breakfast nook. There's a hallway direct from the garage to the kitchen so that service calls need not be made through the main living area of the house.

BLUEPRINT HOUSE #57

ORDER FORM ON PAGE 117

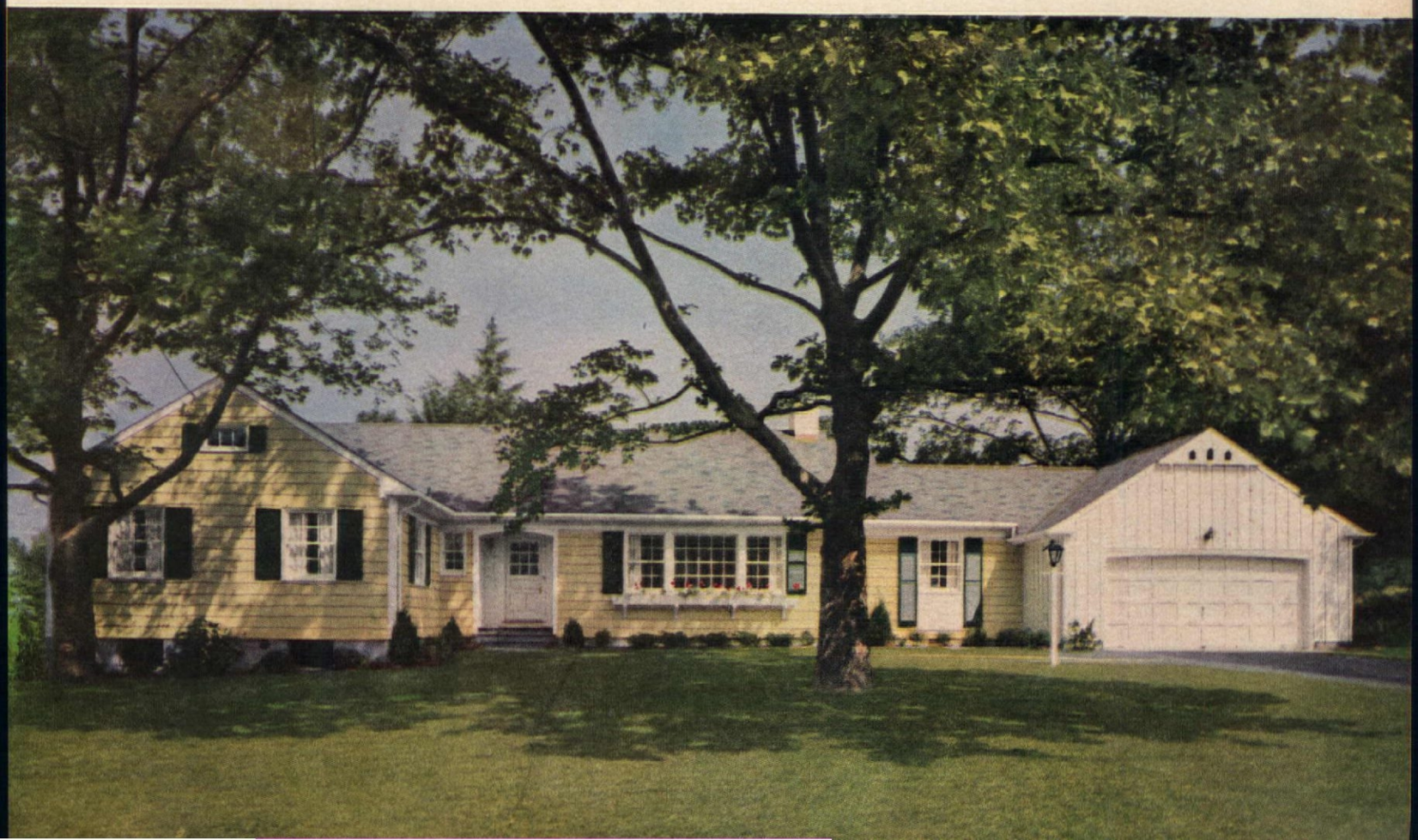


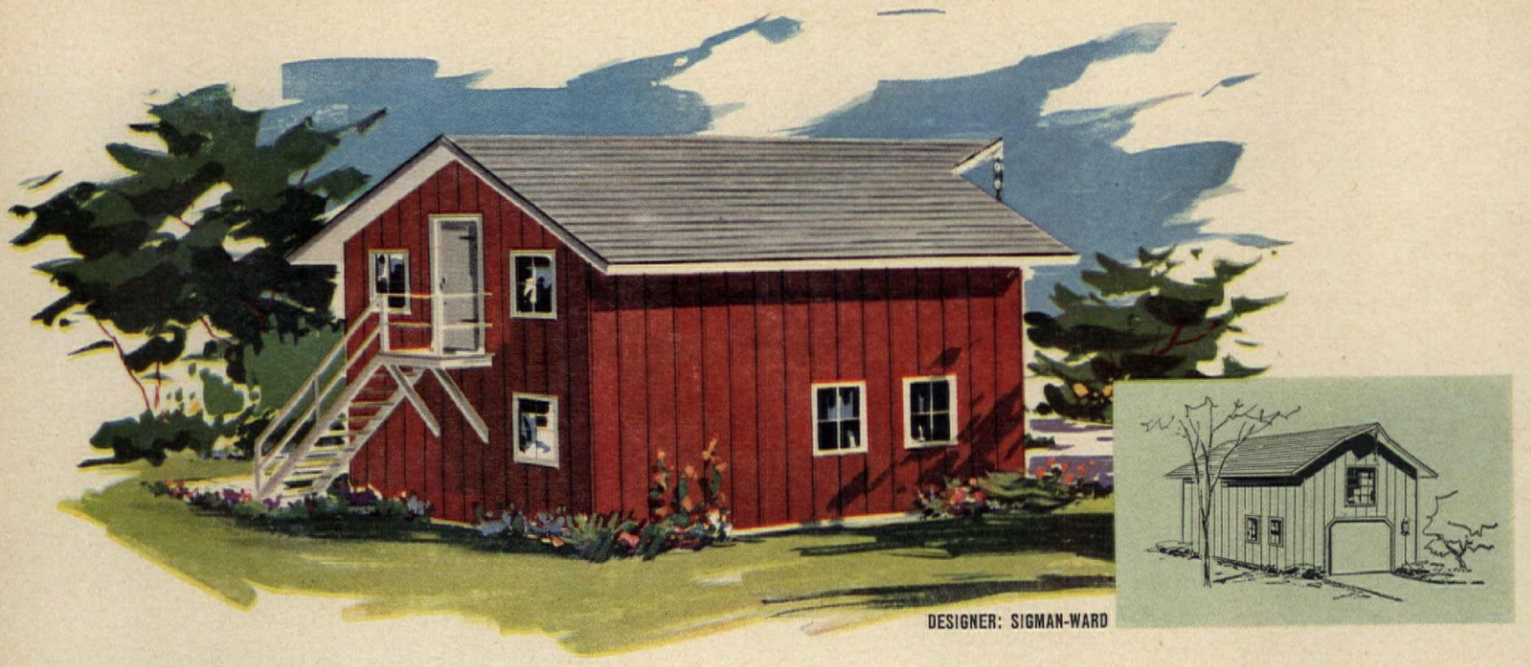
ARCHITECT: MAURICE S. WEINTRAUB, A.I.A. BUILDER: J. CLAUDE CARROL

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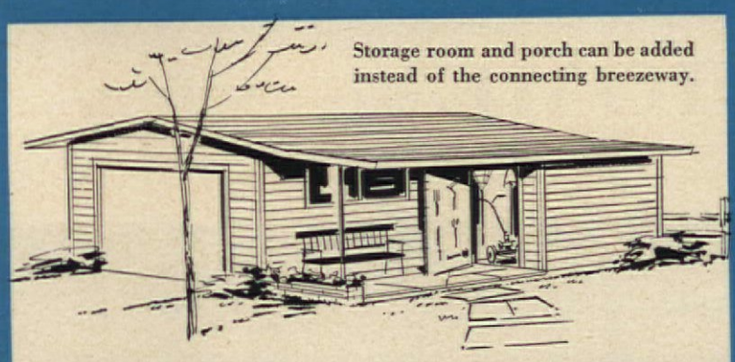
JAMES W. BRETT





DESIGNER: SIGMAN-WARD

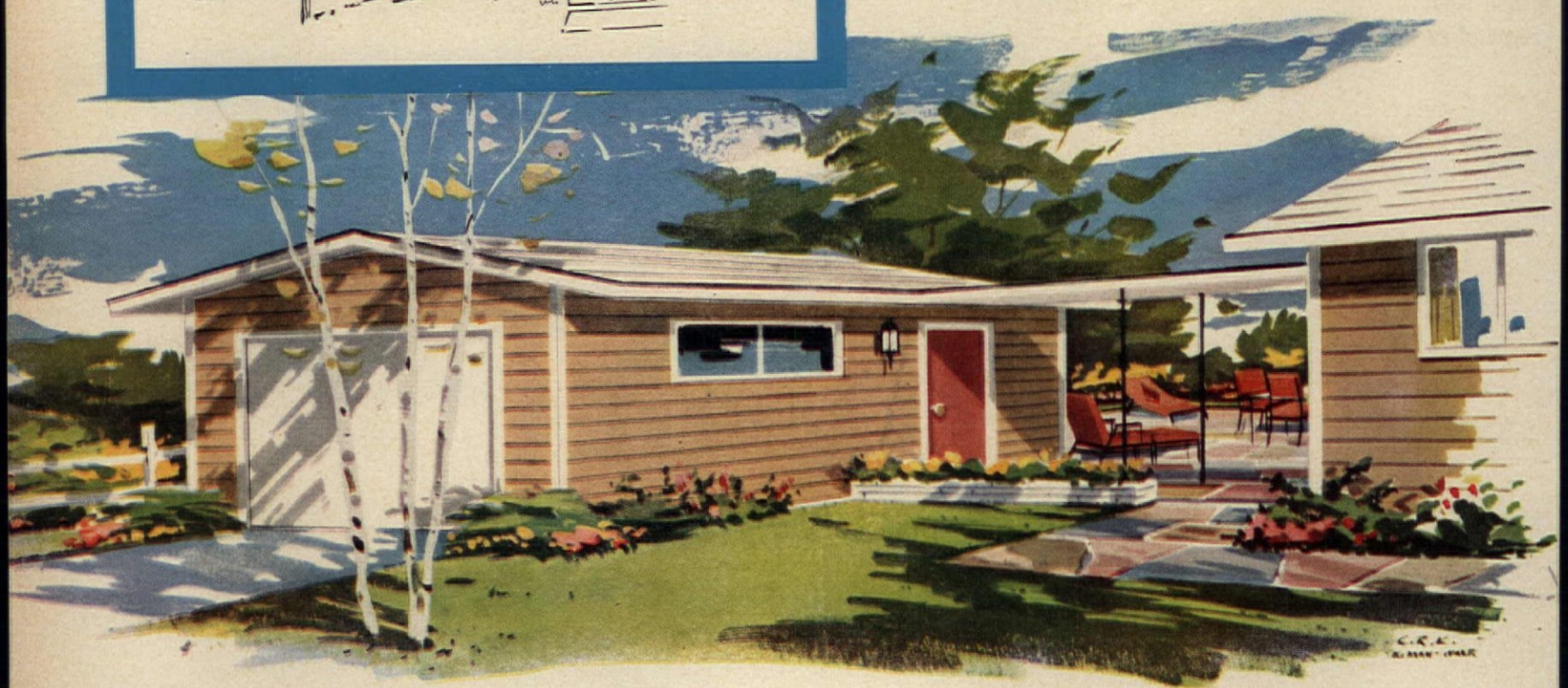
Colonial or Contemporary Garage Blueprints



Storage room and porch can be added instead of the connecting breezeway.

Housing for the family car can be a problem, for with many new homes it's one of those expensive "extras." Even so, available designs are frequently unattractive. To remedy this, we've blueprinted two we think are gems.

The barn-red Colonial model not only has storage space but a wonderful studio-workshop aloft reached by an outside stairway. With a few interior changes, this would also make an ideal summer place or retirement home. To balance our readers' preferences in style, we also have this very handsome Contemporary design which you can attach to a house via a breezeway. Thought has been given to extra storage space for garden tools as well, as the sketch on the left illustrates.



SEE PATTERN ORDER FORM ON PAGE 117

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The following two houses appear in color on pages 114 and 115:

No. 57—This spacious Florida house has living room, living-dining porch, study, three bedrooms, three baths. Bedroom section is completely separate to insure privacy and quiet. Kitchen has spacious breakfast area.

No. 58—One-story colonial with modern taste and simplicity. Seven rooms include living room, dining room, study, kitchen-dinette, entry hall, three bedrooms, plus a full basement, covered porch and two-car garage. Porch off kitchen is convenient outdoor living-dining room.



No. 53—Well designed, efficiently planned house is ideal for the smaller family. One floor has two bedrooms, large living-dining room, kitchen and utility room. Redwood exterior requires little maintenance.



No. 47—This house has plenty of fancy features: two living rooms, two fireplaces, two large bedrooms, two full bathrooms plus a lavatory off the kitchen; a two-car garage, built-in kitchen barbecue and utility room next to the kitchen.

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- ☐ Blueprint House #53
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The following pattern is shown on page 112:

2122—50¢. Build a folding game table that will serve three purposes; table tennis or cards, for super buffets or for large family al fresco dinners.

These patterns are shown on page 116:

2128—75¢. Old Colonial barn inspired our architect to do a wonderful copy for you. Designed to house your car, with storage space and a wonderful workshop-studio aloft, plus an outside stairway.

2129—75¢. Contemporary one-car garage that can stand alone, or join the house via a breezeway. Blueprint.

These patterns are shown on page 20:

1689—75¢. Home Workshop pattern for building toy elephant box from easy-to-handle plywood.

1690—50¢. Another Home Workshop pattern for the small fry. Children's TV or playtime turtle stool.

The following patterns are not shown in this issue:

1356—35¢. Stencil a long settee, or use parts of these stencil designs for one of those nice old chairs you picked up this summer. Or create a new chair with this old technique.

1357—25¢. A stencil pattern for a Boston rocker. Full instructions explain how to cut and use stencils in the real old-fashioned way.

1540—30¢. If you like to remember the brilliant flowers of midsummer, why not paint a still life of a group of gay zinnias, complemented by fine old Indian baskets? Full-size pattern—16x20 inch.

1543—50¢. Were you one of the lucky ones this summer who found a nice old Chippendale tray? If it needs repainting we've just the right pattern of birds, flowers with beautiful border. Try on a new tray too. Technique is an old one.

1643—$1. Tissue pattern and instructions for beautifully draped and fringed draperies for a formal accent. Make very full; use exquisitely sheer, washable fabric.

1644—$1. Tissue pattern and instructions for "Pinafor" café curtains and dressing table skirt. Buttoned tabs add crisp clean feminine look.

1658—35¢. Diagrams make it easy to use this pattern for box-pleated café curtains. The same instructions can be applied to bed dust ruffle.

1669—50¢. Make a wonderful wood rooster lamp, copied from a fine antique weathervane. Full size motif.

1671—35¢. Flower-fresh curtains you can make of two contrasting fabrics. Deep scalloped border is joined to body of curtain with narrow welting. Use pattern for pretty apron too.

2117—50¢. Plan now for happy fishing days ahead. Build a big cabinet with portable fishing rod cases, drying reel, partitioned drawers, for all a fisherman's needs.

☐ Complete list of available patterns—10¢

☐ 2122	☐ 1540	☐ 1671
☐ 2128	☐ 1543	☐ 1669
☐ 2129	☐ 1643	☐ 2117
☐ 1356	☐ 1644	☐ 1689
☐ 1357	☐ 1658	☐ 1690

Name

Street Address

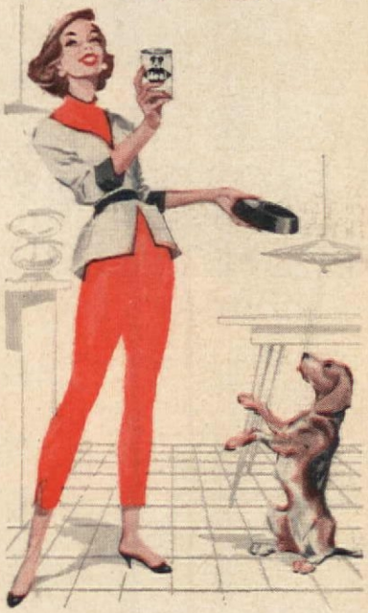
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FREE New! Full Color STARK BRO'S Fruit Tree and Landscape CATALOG



Exclusive Leader Varieties!

Just rush coupon for giant exciting new Stark COLOR catalog for 1958! See glorious new varieties and old favorites in Roses, flowering Shrubs, Vines—PLUS famed Stark and Burbank U.S. Patented and Trade Marked varieties of fruit, including amazing Stark *Dwarf* Fruit Trees. Our 142nd year...oldest and largest nursery in America. Catalog is *free*; mail coupon!

MAKE MONEY
Spare or Full Time
Spare time top-notchers averaged $2,410.34 last year. Get big outfit FREE.

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Dept. 298 - - LOUISIANA, MISSOURI

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Dept. 298, LOUISIANA, MISSOURI
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DOG-GONE GOOD!



RIDZ *really* keeps dogs and cats away from your valuable trees, shrubs, whitewall tires and trash cans. Simply spray RIDZ Push-Button Dog Repellent and —WHOOF— you stop dog damage! What's more, RIDZ is harmless to vegetation, too!

RIDZ is "doggone" good *inside* your home, too. Keeps dogs and cats away from your furniture!

Money Back Guarantee
Satisfaction guaranteed, when used as directed, or your money back.

Only $1.49

At your dealer's or write "Bug-Z", Boyle-Midway Inc., 22 E. 40th St., N. Y. 16.



Fall's Flame

Almost daring bloom, and one that upstages with the greatest of ease all adjacent blooms in the early fall garden. It is called *Kniphofia*, perhaps because it originated in far-off Africa, though most of us are probably more familiar with *Tritoma*, its former botanical name, or the common names Torch-Lily, Red-Hot Poker, Poker-Plant or Flame-Flower. Called by any name, it's terrific in a pottery container of sturdy quality and texture. Nothing timid for this performer! Nature has excelled herself in the exquisite shading of this striking lily, making it a beautiful transition from summer sunshine to the tawny tones of autumn. Rich brown begonia leaves are a perfect complement.

See "Where Credit Is Due," page 122



FLOWER ARRANGEMENT
BY BETTY B. MERRIAM

Establish height, then width of arrangement. New plastic flower holder has suction cups which must first be moistened with water before securing in place.







Insert blooms in a modified "S" curve. Fill in with different lengths, some rather short to obscure naked stems. Use a few brown begonia leaves for density.

183 say "E-Z-DU I love you!"

By June 28, our mailbag brought in a total of 183 ads, letters and a hand-crocheted "what is it", in response to this space's offer which appeared in the July issue.

If you will recall, we were discussing the best way to present the virtues of E-Z-DU, ready-trimmed and pasted wallpaper to the public. We thought then (and still do!) that the best ad could be written by a satisfied user and invited all to try. There was no sensational prize offer made. No trip around the world. No sweepstakes jackpot . . . just a room lot of E-Z-DU wallpaper. This modest, yet very attractive prize was offered for each ad we thought suitable to appear in this space.

We think you would have enjoyed, along with us, reading the letters that came in. The writers were "happy as a clam" with their E-Z-DU results and were eager to share their experiences with the readers of this magazine. Now, we can't, of course, publish all of them (there are only twelve issues a year) but we will run some starting next month. So, if you sent in a contribution, it could appear here with a byline too . . . author! author!

Meanwhile, if you would like some lasting plaudits in your direction from family and friends, try E-Z-DU yourself. Ask your Imperial dealer to demonstrate how simple it is to just wet and hang E-Z-DU.

IMPERIAL PAPER AND COLOR CORPORATION
Glens Falls, New York



HOW TO PLAN AN ELEGANT KITCHEN

Revco, the originator of built-in refrigerators and freezers, has assembled a most complete book for you on planning trend-setting kitchens. New ideas in layout, exciting colors, new living-dining arrangements, and new ideas in built-ins!

You will see how the revolutionary new Revco Bilt-In Refrigerators and Freezers—and the new Undercounter Freezer—are being used in today's modern new kitchens.

Select the custom finish you prefer: Stainless Steel, Copper, matching wood or decorator colors.

Yes, your new kitchen can graciously express your good taste and good judgement.

Send for your copy of "Trend-Setting Kitchens" today!

Revco, Inc., Dept. AH-97, Deerfield, Michigan
Please send me my copy of "Trend-Setting Kitchens."
My 25¢ to cover mailing is enclosed.
I am interested in ☐ new home ☐ remodeled home
Name_____
Address_____
City_____ Zone____ State_____



TRY THIS TEST--PASTE IS BEST

FIRST...sprinkle stained copper with any ordinary copper cleaning powder. See how powder spills and spots—how hard you scour no matter how much you use.

THEN . . . spread on creamy TWINKLE! See how easily, how fast stains disappear—and how evenly TWINKLE shines copper bright as new.

TWINKLE *is tops for stainless steel, too! At grocery stores everywhere.*



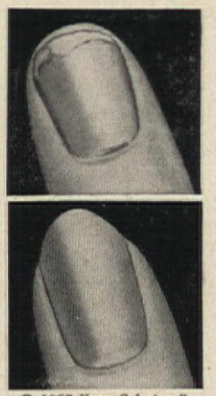
Made by the makers of Drāno and Windex

DON'T WASTE MONEY
on unproved remedies for

SPLITTING NAILS

Published medical research shows that the *one effective way* to help problem fingernails is time-proved

KNOX Gelatine





Drink, only once a day, one 5¢ envelope (115-120 grains) in bouillon, water or fruit juice. Makes most nails lovely and pliant in 90 days. Directions in package. For scientific proof write Knox Gelatine, Johnstown, N. Y., Box A-30.

AT YOUR GROCER'S

© 1957 Knox Gelatine Co.

Here at last . . . Flexible pipe with amazing strength!



ORANGEBURG®
SP Plastic Pipe

- Slit-Proof (will not "Pin-Hole")
- Light, Flexible
- Coil Lengths to 400'
- Does Not Rust, Rot, or Corrode
- Takes Greater Pressures
- Low Installed Cost

NEW — for water service lines, wells, lawn sprinkler systems, irrigation, swimming pools. Easy to install. Needs no special tools. Exceptionally strong, long-lasting. Approved for drinking water. Be sure you get Orangeburg SP — the only plastic pipe made from a superior new-type resin. ½" to 2" sizes. Write Dept. AH-97 for facts.

ORANGEBURG MANUFACTURING CO., INC.
Orangeburg, N. Y. Newark, Calif.

Paneling

(Begins on page 69)

Plenty of rooms get paneled each year by people who just go ahead and nail the wood to the wall. However, you'll find the job is a good deal easier and will turn out much better if you do follow a few basic rules.

To determine how much wood you'll need for a job, multiply the height by the length of each wall. This will give you the total area in square feet. From this figure your local lumber dealer can tell you how much wood you'll need, considering height of wall and allowing for waste.

Wood for the job should be stored for a week or so in the room in which it is to be used. Spacers should be put between the boards to allow air to circulate. Storage allows wood to adjust to humidity of room so there's less chance of it shrinking or expanding. Great care should be taken with kiln-dried lumber to prevent its absorbing moisture. Don't have it delivered in wet, humid weather, and don't store it in any place except a very dry location.

If wood is to be stained, it's best to do it before wood is fastened to the wall. This will make it easier to do and eliminate the possibility of unstained areas being exposed should the wood shrink to any great degree.

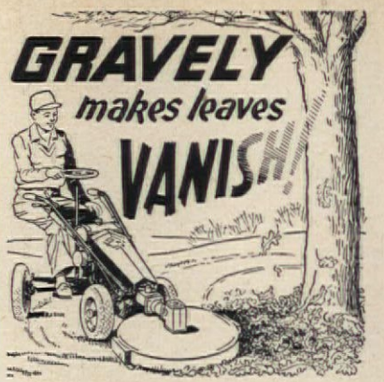
When paneling a basement game room or applying paneling over a masonry wall that may become damp, it's best if waterproof building paper is applied over the furring strips before installation. Prime-paint back of wood or coat with wood preservative.

If the wall becomes exceptionally damp it's best to coat it with some waterproofing compound and treat wood furring with a preservative to eliminate the possibility of decay.

Most wood paneling is manufactured with a tongue and groove. To conceal nail heads fasten each board to the furring by driving finishing nails through the tongue at 50° angle, countersinking nails. Where face nailing is necessary, use finishing nails, countersinking heads and filling in with wood filler tinted with the stain to be used on the wood or with a wax that matches the finish.

The correct way to handle the base is first to fasten a piece of 1x8" furring to the wall or wall framework. To this is nailed the baseboard—be sure to get it level. The ends of each piece of paneling will rest on the top of the baseboard and can be fastened to the portion of the 1x8" furring that extends above the baseboard.

Installation of the paneling should start at a corner. Saw or plane off the groove of the first board and set this edge against the corner—make sure that it's plumb. Fasten the board in place by nailing through the tongue. The final board will have to have the tongue edge ripped off to fit and can be secured by face nailing. THE END



ROTARY MOWER — LEAF MULCHER

- Mulches 30" width! . . . *Twice* the power of ordinary mulchers . . . gets rid of leaves *fast!* . . . 5-HP.
- *New* Steering Sulky, *New* Optional Starter, *New* Rotary Cultivator — 23 attachments for year-round work. Snowblower, Snow Plow, Chain and Circular Saws for Fall and Winter jobs . . . *Finance Plan available!*

Write today for FREE 24-page "Power vs Drudgery" Booklet!

GRAVELY TRACTORS, INC.
BOX 913 DUNBAR, W. VA.
FIELD-TESTED SINCE 1922

Quick Relief of SORE GUMS due to FALSE TEETH!



Reports from dentists everywhere prove you get quick-soothing relief of sore, burning gums with new medically-formulated NUM-ZIT *Adult Strength*. Pleasant-tasting, eases discomfort while you break in new false teeth. Works wonders, too, for emergency relief of toothache, neuralgic pains. Keep it handy for quick first aid. *At all drug counters.*

Adult NUM-ZIT
Another fine Purepac product

Shrinks Hemorrhoids New Way Without Surgery

Science Finds Healing Substance That Relieves Pain—Shrinks Hemorrhoids

For the first time science has found a new healing substance with the astonishing ability to shrink hemorrhoids and to relieve pain — without surgery.

In case after case, while gently relieving pain, actual reduction (shrinkage) took place.

Most amazing of all—results were so thorough that sufferers made astonishing statements like "Piles have ceased to be a problem!"

The secret is a new healing substance (Bio-Dyne*) — discovery of a world-famous research institute.

This substance is now available in *suppository* or *ointment form* under the name *Preparation H.** Ask for it at all drug counters — money back guarantee. *Reg. U. S. Pat. Off.

Foot Relief

Quick-Acting, Soft, Cushioning Foot Plaster



If you use Moleskin, you'll prefer Dr. Scholl's Kurotex. It is so much softer, more cushioning, protective. Easy to cut to sizes and shapes to meet your particular foot needs. Economical! Relieves corns, callouses, bunions and tender spots on feet and toes, caused by new or tight shoes. Flesh color. At Drug, Shoe, Department, 5-10¢ Stores.





Dr Scholl's KUROTEX

PAINTING IS EASY!
with the famous
BURGESS
ELECTRIC
SPRAYER
Just plug in and Spray:
paint • varnish
• enamel • shellac
• moth-proofers
• garden sprays • water
• insecticides



PAINT 3 to 7 TIMES FASTER!
For the fastest, smoothest painting or spraying job you ever saw, try the Burgess Sprayer. Completely self-contained . . . just plug into regular household outlet, pull the trigger, and paint furniture, floors, walls, screens, cabinets, fences. Fine for mothproofing and garden spraying, too. Sapphire nozzle, handy spray adjuster, new convenient hanging hook, 25 oz. graduated jar. Easier to clean than a brush.

only $12.95 AT YOUR FAVORITE DEALER
If not available locally send $12.95 for post-paid delivery. Money-back guarantee.

Send for Free Booklet, "How to Paint the Easy Way"
BURGESS VIBROCRAFTERS, INC.
DEPT. A-82 • GRAYSLAKE, ILLINOIS

HOT, TENDER FEET?
Dr. Scholl's Foot Powder quickly relieves hot, tired, tender, perspiring, odorous feet. Eases new or tight shoes. *Get a can today!*
Dr Scholl's FOOT POWDER



Free Book on Arthritis And Rheumatism
HOW TO AVOID CRIPPLING DEFORMITIES
Explains why drugs and medicines give only temporary relief and fail to remove the causes; tells all about a proven specialized non-surgical, non-medical treatment which has proven successful since 1919. Write for this 36-page FREE BOOK today.
Ball Clinic, Dept. 608, Excelsior Springs, Mo.



NO WONDER FOLKS MAKE GOOD MONEY
IN SPARE TIME . . . WITHOUT TAKING A JOB OR PUTTING IN REGULAR HOURS . . . AND WITHOUT EXPERIENCE
Here's a delightful, easy way to make an extra $50 to $200—or even more—and you'll enjoy every minute of it! Just show samples of nationally-known Regal Christmas Cards to your friends, neighbors and co-workers. Everyone you know sends Christmas Cards, and they'll order from you on sight (thanking you for the chance) when they see the exquisite beauty, rich glowing colors and sparkling new design in this year's Regal Christmas line.
Thousands of men, women (and even children) find it so easy—and so pleasant—to use this means of getting extra income. Why not you, too?

FREE 1.25 GIFT FOR PROMPT ACTION
This "TINY TV" salt and pepper set is yours to keep FREE if you act at once. Turn knob and salt and pepper shakers pop up ready for use.



SEND NO MONEY — WRITE FOR FREE ALBUM
Mail coupon below for FREE 1957 album of personalized Christmas Cards, a FREE 36-page full-color catalogue, and sample box assortments on approval—everything you need to get started.

REGAL GREETING CARD CO.
Dept. AH-9, Ferndale 20, Mich.
Please rush FREE Christmas Card Album, FREE catalogue and sample boxes on approval and money-making plan.
NAME_____
ADDRESS_____
CITY_____ STATE_____
☐ Check here if writing for church, school or club interested in raising funds.

Fixing Up Your Lot

(Begins on page 57)

northern New England, and Northwest east of the Cascades, all trees and shrubs are best planted in spring.

Spring-flowering hardy bulbs are put into the ground in the fall—early fall in the colder areas, late fall in the warmer sections. Some perennials like iris, peonies, daylilies, are best planted in late summer or early fall.

Permanent lawn grasses, in the northern two-thirds of the country, should *only* be planted in late summer or early fall for best results. In the South, lawn sowing or planting is generally done in the spring.

Specifically, what should you plant this fall in your own area? First of all, remember that plant hardiness depends not only on geographical location, but also on altitude, moisture, prevailing winds, and so on. Therefore it's advisable to consult a reliable nurseryman in your immediate area, or your county agricultural agent at the county seat, before deciding what to do this fall.

Since trees and shrubs are usually the key plants of a garden design—and also because they're relatively slow growing—it's best to select them first. So, with the help of your local experts, figure out as soon as you can how much you can do this fall and how much to put off until spring.

If you'd like a "starter list" of shrubs and trees to study in catalogs and to ask about, here are some of the most dependable and most popular in different parts of the country:

MILD AREAS (South and West Coast). *Shrubs:* abelias, azaleas, bottle brush, boxwoods, camellias, cherry laurels, cleyera, cotoneasters, crapemyrtle, elaeagnus, firethorns, gardenias, hollies, jasmine, loquat, nandina, osmanthus, photinia, pineapple guava, privets, rhododendrons, shrub roses, viburnums, yaupon. *Flowering trees:* dogwoods, golden rain tree, laburnum, magnolias, redbud, silk tree.

MODERATELY COLD AREAS (Middle West, Middle Atlantic, etc.). *Shrubs:* alpine currant, barberries, beautybush, Cornelian cherry, cotoneasters, euonymus, forsythia, hollies, honeysuckles, lilacs, mockoranges, privets, flowering quinces, shrub roses, viburnums, weigelias (in acid areas, also azaleas, mountain laurels, rhododendrons). *Flowering trees:* flowering cherries and crabapples, dogwoods, hawthorns, magnolias, flowering plums.

COLD AREAS (northern Plains States, northern New England, etc.). *Shrubs:* Flowering almond, cranberry cotoneaster, variegated dogwood, winged euonymus, honeysuckles, hydrangeas, lilacs, mockoranges, viburnums, plus many needle evergreens. *Flowering trees:* mountain ash, black haw, flowering cherries and crabapples, tree lilacs, flowering plums, spindle tree. THE END



Perfect dishwashing pair: Hotpoint and Calgonite®

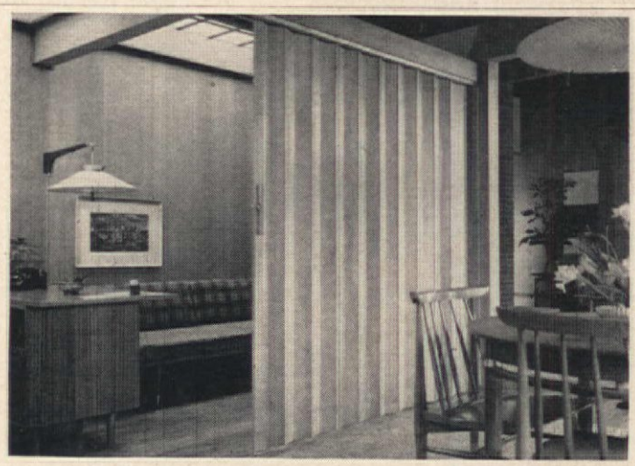
Wait'll you see how your dishes, silverware and glasses shine—your pots and pans come out gleaming clean! With new, non-spotting Calgonite in your electric dishwasher, there's not a whiff of chlorine odor, either. And oh, how fresh and sparkly Calgonite leaves your dishwasher!



Calgonite works such wonders that Hotpoint and other leading makers place a package of Calgonite in their dishwashers. Try the NEW Calgonite today.

CALGONITE is made by the makers of Calgon®—the water conditioner that prevents washing film in your laundering.

Calgon Company • Pittsburgh, Pa.



How many places in your home for WOOD folding doors?

Use handsome PELLA FOLDING DOORS of natural WOOD as room dividers, closures for closets, bedrooms and kitchens—save on floor and wall space. And, there's none like PELLA WOOD FOLDING DOORS—available in fine veneers of birch, pine, oak and Philippine mahogany. PELLA DOORS are easy to install, too . . . open and close quietly . . . last for a "house time."

Pella® WOOD FOLDING DOORS

MAIL COUPON TODAY
ROLSCREEN COMPANY, Dept. I-89, Pella, Iowa
YES! Please send me free literature on PELLA WOOD FOLDING DOORS.
NAME_____
ADDRESS_____ TEL. NO._____
CITY_____ ZONE____ STATE_____



modern woman's way to internal cleanliness

Far more effective than any homemade solution, yet safe for delicate tissues—special preparation for the douche!

Today, discover an intimate, "clean feeling" you've never experienced before. Discover Zonite—the modern woman's way to internal cleanliness.

Zonite is entirely different from old-fashioned, homemade douching solutions . . . far more effective in antiseptic, germicidal and deodorizing action.
In fact, Zonite is the one effective liquid specially made for feminine hygiene.

Yet, Zonite is so safe. Safer by far to delicate tissues than other liquid antiseptics for the douche!

Make Zonite as important a part of your grooming as your deodorant, bath soap and other personal needs. It's the modern woman's way to internal cleanliness!

Guaranteed by Good Housekeeping

Zonite®
Personal Antiseptic

Where Credit Is Due

NOTE: When writing for information to firms given below, address your inquiries to attention of Director of Publicity.

FAMILY FOOD

Page 48: Canape set (antipasto)—Gilley, Inc., 240 E. 152nd St., Bronx 71, N.Y. Tangerine bowl (salad)—Blenko Glass Co., Inc., Milton, W. Va. Mat set—Hand Woven Fabrics by Irene, c/o Helen Martin, 742 South Hill St., Los Angeles, Calif. "South Seas" flatware—Oneida Community, Oneida Ltd., Oneida, N.Y. Futura Dutch Oven Roaster; Futura 2-quart Sauce Pan—West Bend Aluminum Co., West Bend, Wisc.
Page 85: Pizza Platter—Crownford China Co., Inc., 225 5th Ave., N.Y.C. "Shangri-La" spaghetti bowl—Universal Potteries, Inc., Cambridge, Ohio. Staved Teak bowl (bread)—Dansk Designs, Inc., Great Neck, N.Y. "Teardrop" bon bon dish—United States Glass Co., Duncan and Miller Division, Tiffin 15, Ohio. Coronation tray—Indiana Glass Co., Dunkirk, Ind. Silver in spaghetti bowl—"Contempra" pattern—Towle Mfg. Co., Box 111, Newburyport, Mass. "Fontana" silver spoon in spumoni—Towle Mfg. Co.

DRAPERIES

Pages 62, 63, 64: Fabric for curtains—Heritage Series, Greef, N.Y.C. Lingerie trim Tru-Snap tape—Consolidated Trimming, N.Y.C.

PANEL A ROOM

Pages 69-71: Prefinished flooring—E. L. Bruce Co., Thomas St., Memphis, Tenn. Pine paneling—Western Pine Assoc., Yeon Bldg., Portland 4, Oregon. Redwood—California Redwood Assoc., 576 Sacramento, San Francisco, Calif. Red Cedar Siding—Western Red Cedar Lumber Assoc., 4403 White-Henry-Stuart Bldg., Seattle, Wash. Stains—"Rez," Monsanto Chemical Co., 1700 So. Second St., St. Louis, Mo.

GOOD VICTUALS

Pages 72-74: Old Empire brass candlestick holders—Talbot-Vesthusen, 134 W. 58th St., N.Y.C. 19. Square cake platter—Crownford China Co. Inc., 225 Fifth Ave., N.Y.C. Viking teakwood bowl—Dansk Designs, Inc., Great Neck, N.Y. Trivet—Elizabeth Hanna Imports, 801 De Haro St., San Francisco 7, Calif. Red napkin—Kemp and Beatley, Inc., 15 W. 34th St., N.Y.C. Red Mayfair candles—Will and Baumer Candle Co., Syracuse, N.Y. "Golden Grail" dessert plate—Rosenthal-Block China Corp., 21 E. 26th St., N.Y.C. Ginori china white with gold coffee pot; after-dinner cup and saucer—Fisher Bruce and Co., 219 Market St., Philadelphia, Pa. Victory Irish linen ecru napkin—Kemp and Beatley, Inc.

TAKE A PACKAGE OF RICE

Pages 82, 83: "Jewel" dinner plate—Lenox, Inc., Mead St., Trenton, N.J. Blue glass bowl—Blenko Glass Co., Milton, W. Va. Casserole—Rubel and Co., 225 5th Ave., N.Y.C. "Navajo" platter—Metlox Mfg. Co., 1200 Morningside Drive, Manhattan Beach, Calif. Crystal plate—Imperial Glass Corp., Bellaire, Ohio. "Fontana" fork, serving spoon and serving fork; "Contempra" serving spoon—Towle Mfg. Co., Box 111, Newburyport, Mass. Tudor Plate cake server—Oneida Community, Oneida Ltd., Oneida, N.Y. Magnilite casserole—Wagner Mfg. Co., Sidney, Ohio.

HOW TO MAKE A COFFEE TABLE

Pages 102, 103: Plywood—U.S. Plywood, N.Y.C. Tiles—Ceratile Corp., Calif.

FOLDING GAME TABLE

Page 112: Felt table cover—Continental Felt Co., N.Y.C.

FALL'S FLAME

Pages 118, 119: Handmade pottery container—Dora Young, Montclair, N.J.

HOUSEHOLD HINTS

from the **Weldwood Wizard**



Cover exposed table edges with Weldwood Flexible Wood-Trim. It's easy to finish plywood or lumber edges with this real wood veneer. Applied with Presto-Set Glue, Flexible Wood-Trim will not chip, split, or peel. Comes in: oak, birch, walnut, African mahogany, Sonora, fir, and Korina®. Handy 8-foot rolls, 1" wide, 89¢.



Fix Outdoor Wood Furniture With Weldwood Waterproof Resorcinol Glue. New easy-to-mix adhesive resists everything from snow to boiling water. Mix, apply to both surfaces, clamp, and let set overnight. ¼-pints, $1.00; pints, $3.10; quarts, $4.90.



Mount Photographs With Weldwood Presto-Set Glue. Apply this even-flowing, quick-bonding white glue to backs of photos, mount, and you're finished. Pictures stay flat and neat permanently. Presto-Set won't stain, washes off hands and clothing. Many household uses. Use it right out of the tube, squeeze bottle, or jar. From 19¢ to $2.39.

Weldwood® Wizards

ADHESIVES, FIRZITE®, SATINLAC®, FLEXIBLE WOOD-TRIM®

On Sale at Hardware and Lumber Dealers

SPECIAL TRIAL OFFER **SAVE 58¢**

United States Plywood Corporation
55 W. 44th St., New York 36, N. Y.

Mail us this coupon before Nov. 30, 1957 with 50¢ and you'll receive a roll of Flexible Wood-Trim in a versatile light wood, and a ¾-oz. tube of Presto-Set Glue—a $1.08 value for only 50¢. AH9-57

Name.....

Street.....

City.....State.....

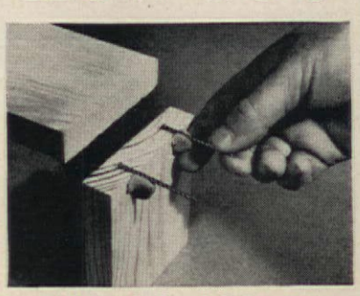
INFORMATION

Page 40: Mrs. Baum shopping for carpeting—Peck-Hall Corp., Syosset, Long Island, N.Y. Mrs. Baum shopping for draperies—B. Altman and Co., N.Y.C. Mrs. Baum buying draperies (upper right)—McCutcheons, N.Y.C. (Riverdale's "Mirage"). Mrs. Baum buying furniture—B. Altman and Co., N.Y.C. **Page 42:** Mrs. Baum shopping for accessories, furniture and lamps—B. Altman and Co., N.Y.C. **Page 44** (upper): Mrs. Baum buying accessories—B. Altman and Co., N.Y.C.
Page 52: Courtesy of The New York Historical Society, New York City (#1); Otto Wasserman, (2). **Page 62:** (top, left), Everett I. Brown, A.I.A. (bottom), Bernard Baker Residence, Perrysburg, Ohio. **Page 63:** (bottom, right), Eber Jaques Residence, Cheviot Hills, L. A., Calif. Information: Martha Darbyshire. **Page 64:** (bottom), Dr. John Brooks Residence. Information: Louise Price Bell. **Pages 69-71:** National Lumber Manufacturers' Assoc. **Page 78:** Wagon and pear bunny idea—Louise Price Bell. Chicks idea—Marguerite Baier. Salad Sue idea—Virginia Paterson. **Pages 98, 99:** Elizabeth Clemons. **Page 110:** Hans N. Wormann, Designer.

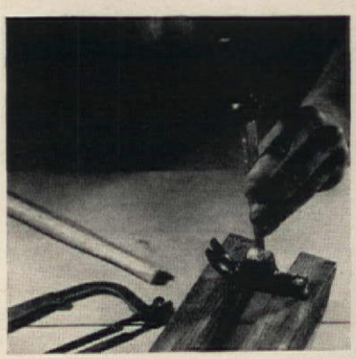
PHOTOGRAPHS

Lawrence Studio Inc.: **page 22.** Otto Maya: **pages 20, 26-37, 110.** T. A. Weston: **pages 38, 39, 40, 42, 44** (top), **59** (left, and all bottom). F. M. Demarest: **pages 44** (bottom), **46, 47, 48, 59** (top), **63** (left and top), **69, 70, 71, 78, 85, 95, 96, 97, 100** (middle), **106, 107, 118, 119.** Courtesy of the New York Historical Society, New York City: **page 52** (#1). Otto Wasserman: **page 52** (#2). Lew Merrim: **page 57.** Burdette Field, courtesy Gerald A. Carr: **page 58** (top right, left middle). Syd Stoen: **page 58** (upper middle). Ray R. Hirt: **page 58** (bottom left). Davey Tree Expert Co.: **page 58** (bottom right). Max Tatch: **page 59** (2nd from top). Gottscho-Schleisner: **page 59** (third from top right). H. Armstrong Roberts, 4203 Locust St., Philadelphia 4, Pa.: **pages 60, 61.** James T. Strong: **page 62** (bottom). Frank L. Gaynor: **page 64** (bottom). George de Gennaro: **page 63** (bottom right), **65.** Lyman Emerson: **pages 72-74.** Warren Reynolds, Infinity, Inc.: **pages 98, 99, 108, 109.** Stephen Fay: **page 112.** Kranzten Studio, Inc.: **page 62** (top left), **114** (top). Joseph Molitor: **page 114** (bottom), **115.** Ken Murray: **page 122** (top). Three Lions: **page 122** (bottom).
DRAWINGS: Sigman-Ward: **pages 39, 71, 114, 115.** Henry B. Aul: **page 123.**

HANDYMAN HOW-TO'S



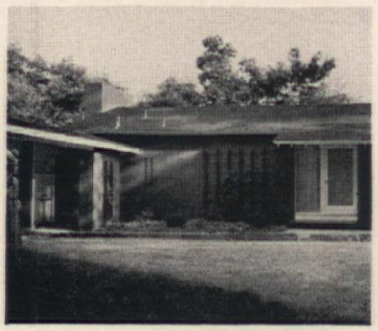
To drill blind dowel holes put two finishing nails between two pieces of wood; anchor nails with putty. Nails leave marks used for drilling centers.



To replace broken hammer handle cut off close to head; drive out stump with blunt punch. Fit new handle and drive into eye; tighten with wedges.

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give YOUR home this unique charm



House near Pittsburgh. Siding painted with Cabot's Gloss Collopakes.
Architect: John Pekruhn, Pittsburgh

Cabot's

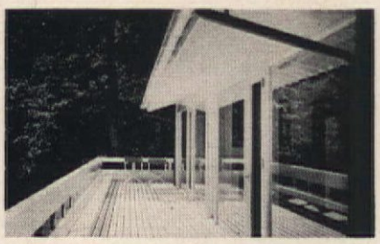
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- **fresh, lively, non-fading colors**
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Another view of house shown above. Trim painted with Cabot's DOUBLE-WHITE

Samuel Cabot



Send for color card and name of nearest dealer in U. S. or Canada

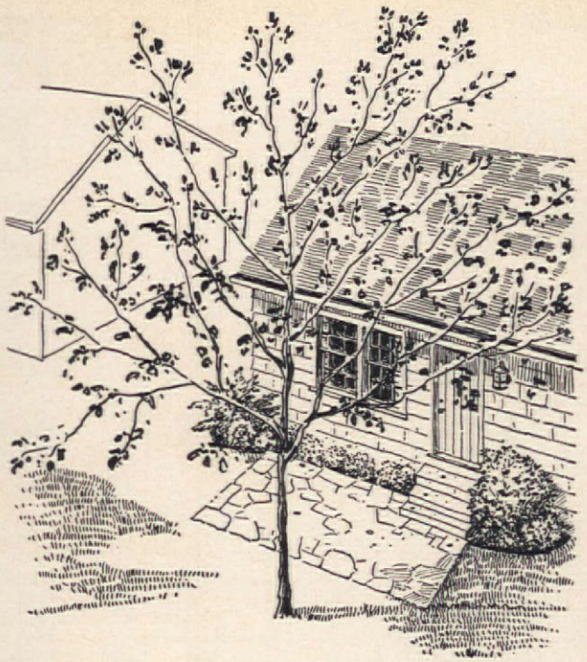
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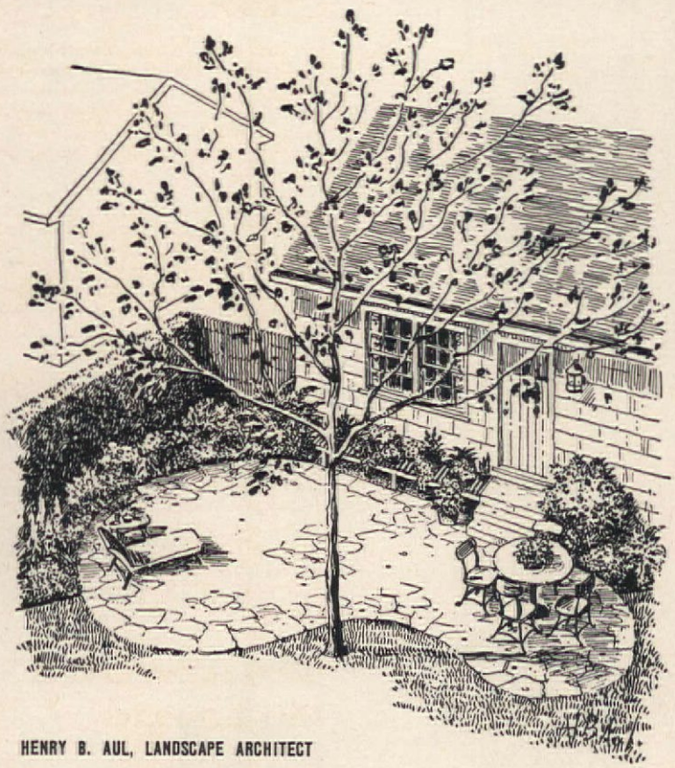
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Take a "terrace" like this
—add stone, wood, plants—
plus 2 or 3 weekends' work—
and have a TERRACE like this



HENRY B. AUL, LANDSCAPE ARCHITECT

• Originally, the paved area was 8 x 14′—*much* too small—with uninteresting planting and no privacy. Then:

The paving was redesigned and more than doubled by adding 150 sq. ft. of broken flagstone. A 10′ length of woven fence was installed and 12 upright yews (Hicks, Hatfield, or capitata) were planted for 24′ of hedge at left. A 2 x 10′ slat platform was built as a staging for potted plants and to conceal the foundation.

The tree and two shrubs were left in place, and a curved bed of mixed plants was laid out between paving and hedge.

Now it's a terrace built for real outdoor living!



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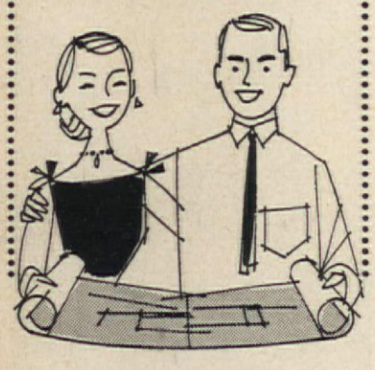


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AH-9

LOOK... IT'S NEW!

The lady above is baking a cake right on top of her new gas range! Or she could use practically any cooking method—we might add. This "roast-o-grill" unit is built into the top of the range over a gas burner equipped with an automatic control that regulates temperature for roasting, baking, grilling, both shallow and deep frying, steaming and barbecuing. The 36-inch range top also has four additional surface units as well as a conventional oven-broiler. Price for range complete with "roast-o-grill" feature is about $400. From the Geo. D. Roper Corp., Rockford, Illinois.



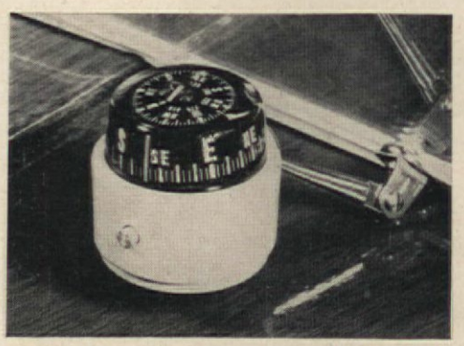
Everything's in front in this new kitchen cabinet. No longer do you have to pull everything out of the cupboard in order to get at that mustard jar buried in the back. This cabinet has a separate 5-inch deep inner shelf that swings out to reveal further storage in back. The cabinets come in 30- or 36-inch heights, single or double door styles, and 16 decorator colors. Also available in two wood finishes for doors. Prices depend on style and size. St. Charles Mfg. Co., St. Charles, Illinois.

Interest in the kitchen cabinet door seems to be a trend. One cabinet manufacturer is using sliding doors of corrugated and translucent fiberglas in many colors. Panels from the Alsynite Company of America, 4654 De Soto Street, San Diego, California.

To help you navigate, either in boat or car, the compass in the picture above gives a steady





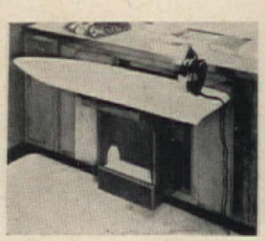


reading in rough water or on roads, has push-button illumination for night. Only $6.95. Taylor Instrument Co., Rochester, New York.

Ever wish you could fold up your ironing board lengthwise and store it away? This new one below is hinged in two places to fold into its own 24-inch-wide base cabinet, and slides out for use just as easily. Space underneath is for iron or other laundry accessories. Available from Mutschler Brothers Company, Nappanee, Indiana.

Speaking of ironing boards, there's a new, wider shape in one we've seen. It has more space in the middle for a wider ironing area, folds up in the conventional manner for storing. This from Arvin Industries, Columbus, Indiana. Costs about $29.95.





As an accessory to ironing boards, the new reversible ironing board cover and pad called "Wunda-Glide" is scorch-resistant and reflects heat, and if it does wear on one side, simply turn it over! Well priced at $1.98. Made by Starcross, Inc. of Easley, South Carolina.

Light control gadgets are catching on! The newest model Luxtrol Lamp Control for dimming or brightening electric light to suit the activity or mood in a room is $19.95 and comes in several colors and finishes. This by Superior Electric Company, Bristol, Connecticut.

On the left, marble flooring by the yard. Vinyl flooring in a beautiful facsimile of the patterns of real marble. In sheets 36 inches square, it's about $10 per sheet. American Biltrite Rubber Company, Trenton 2, New Jersey.

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You bake it better with the "flower" of the wheat...

Gold Medal makes a "Flower" of a Pie



Here's a fluffy-light dream of a filling that makes a crisp, flaky-tender pie crust a *must!* So be sure to use reliable Gold Medal—the "flower" of the wheat. You can depend on it—always—to help you bake *everything* better.

FLUFFY FRUIT PIE ... *Another Gold Medal "Flower" by* Betty Crocker

Bake a 9" pie shell with GOLD MEDAL Flour and SPRY
1 cup chilled, *undiluted* CARNATION EVAPORATED Milk
3/4 cup crushed pineapple
1/4 cup maraschino cherry juice
1 pkg. lemon-flavored gelatin
1/2 cup sugar
1 tbsp. lemon juice
1/4 cup maraschino cherries, quartered

Pour evaporated milk into refrigerator tray, freeze until crystals form on outside edge. Bring pineapple and cherry juice to a boil. Add gelatin, stir until dissolved. Stir in sugar. Chill 30 min. or until mixture mounds slightly when dropped from spoon. Whip milk and lemon juice until stiff. Pour on top of gelatin mixture. Beat in slowly with rotary beater or mixer on low speed. Fold in cherries. Pour into chilled baked pie shell. Chill several hours until firm.

OTHER FRUIT-FLAVORED PIES. In place of crushed pineapple, cherry juice, and cherries use 1¼ cups crushed pineapple, applesauce, apple juice, orange juice, grape juice, prune juice, apricot nectar, or pineapple juice.



Gold MEDAL

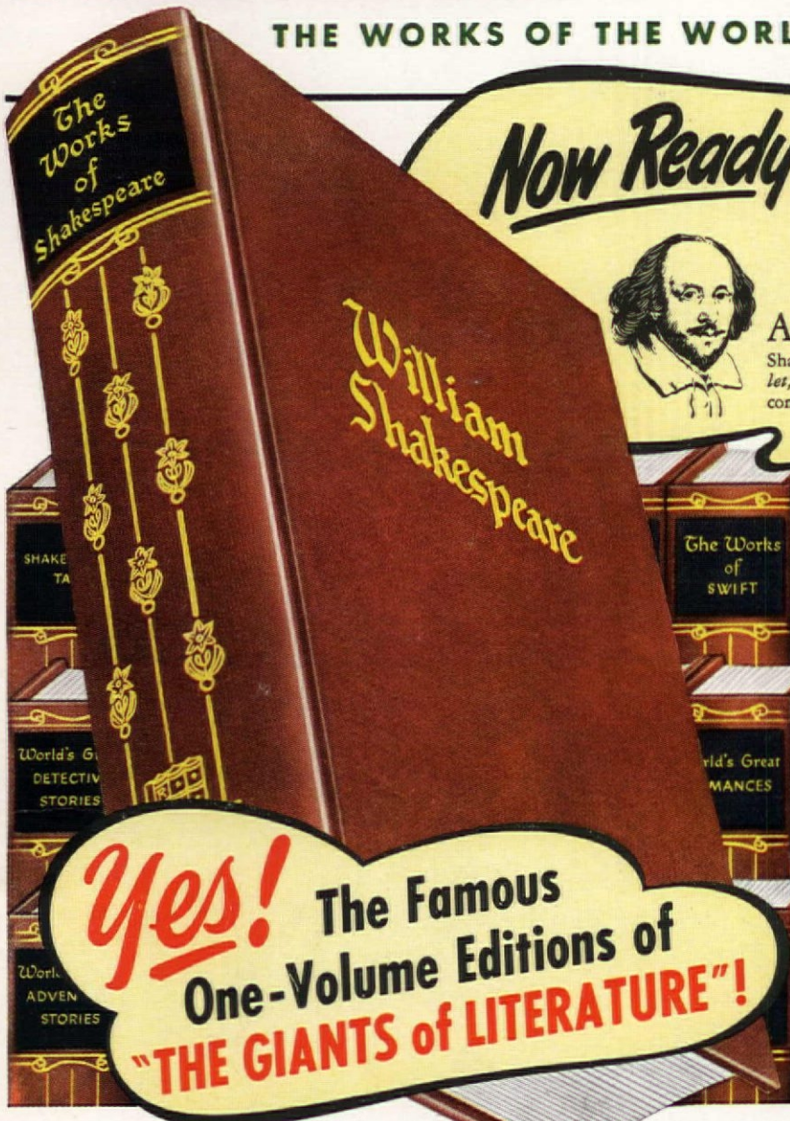
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